



**United States  
Department of  
Agriculture**

Foreign Agricultural  
Service

Forest and Fishery  
Products Division

Agricultural Handbook

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# A Guide to Exporting Fishery Products





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**A Guide to Exporting Fishery Products.** Souleymane Diaby,  
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**Abstract**

This guide is developed to assist the U.S. commercial fishing industry in its export decision making process. It does not prescribe methods, but rather, provides steps for consideration in developing an export marketing strategy. It also refers and links to numerous other information sources of interest to export-minded fishery organizations.

Keywords: Export plan, fishery products, export regulations, export shipping, documentation, export financing, market information, market development cooperators.

**Acknowledgments**

This guide was prepared using the following materials (appendix I):

- "Guide to Exporting Solid Wood Products," U.S. Department of Agriculture
- "Agricultural Export Transportation Handbook," U.S. Department of Agriculture
- "2000 Export Programs Guide: A Business Guide to Federal Export Assistance," U.S. Trade Information Center
- "A Basic Guide to Exporting," U.S. Department of Commerce
- "Breaking into the Trade Game," U.S. Small Business Administration
- "A Basic Guide to Exporting Seafood," New Jersey Department of Agriculture

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## Introduction

International seafood trade has expanded substantially since the early 1980s. The total value of world seafood exports increased from \$15.21 billion in 1980 to \$51.30 billion in 1998. The United States is one of the world's largest exporters of seafood, accounting for 7 to 14 percent of the world's annual seafood exports between 1989-1998. In 2001, the United States exported about \$ 3.1 billion worth of seafood products to foreign nations. U.S. importance in the international seafood trade varies by species. Salmon, lobster, crab, pollock roe, and surimi are among those for which the United States holds major share.

The major factors involved in this expansion of international seafood trade were: 1) rising world demand for food; 2) high population growth rates; 3) and rising incomes in both developed and developing countries. Furthermore, total demand for fishery products is expected to increase over the next decade.

With the new challenges of meeting rising market demand for fishery products, there also are opportunities for the U.S. seafood exporters to enter, diversify, and expand their presence further into global fishery products markets. Such opportunities will provide income, jobs, and profitability for the industry as a whole. However, meeting the new challenges of expanded international trade requires an understanding of the laws, regulations, and commercial practices in overseas markets.

A genuine commitment to exporting begins with a long-term attitude towards overseas markets. To be successful, exporters must create and follow a foreign market strategy that is integral to their overall business plan.

Developing long-standing working relationships with foreign importers will require maintaining commitments to them even when their markets are weak. A scattered, in-and-out approach may lead to a few unsustained sales. It is far better to gauge one's competitiveness in selected overseas markets from the start. Exporters should understand the requirements of key importers and develop long-term relationships that help solve their customers' supply problems and quality concerns.

This guide is developed to assist the U.S. commercial fishing industry in its export decision making process. It does not prescribe methods, but rather provides steps for consideration in developing an export marketing strategy.

## Developing an Export Strategy

### Making the Export Decision

Exporting has become a lucrative activity for many U.S. companies, but all of them began by making the critical decisions necessary to expand their market outside the USA. The following brief questionnaire is designed to help you make those fundamental decisions, or if you are already exporting, to help you identify additional information so you may export more effectively.

1. My company has a product which has been successfully sold in the domestic market. ☐ Yes ☐ No
2. My company has or is preparing an international marketing plan with defined goals and strategies. ☐ Yes ☐ No
3. My company has sufficient production capacity that can be committed to the export market. ☐ Yes ☐ No
4. My company has the financial resources to actively support the marketing of our products in the targeted overseas markets. ☐ Yes ☐ No
5. My company is committed to developing export markets and is also willing and able to dedicate staff, time and resources to the process. ☐ Yes ☐ No
6. My company is committed to providing the same level of service given to our domestic customers. ☐ Yes ☐ No
7. My company has adequate knowledge in modifying product packaging and ingredients to meet foreign import regulations, food safety standards and cultural preferences. ☐ Yes ☐ No
8. My company has adequate knowledge in shipping its product overseas, such as identifying and selecting international freight forwarders, temperature management and freight costing. ☐ Yes ☐ No
9. My company has adequate knowledge of export payment mechanisms, such as developing and negotiating letters of credits ☐ Yes ☐ No



Exporting can help your company:

- Increase sales volume
- Find markets for fishery products that are underutilized in the domestic market
- Sell excess production capacity
- Diversify customer base
- Take advantage of money fluctuations and hedging
- Compensate for seasonal fishery products fluctuations
- Take advantage of high volume of foreign purchases
- Exploit existing advantages in untapped markets
- Follow domestic competitors who are selling overseas
- Acquire knowledge about international competition
- Contribute to the company's general expansion
- Create more jobs

In contrast, costs of exporting include:

- Market analysis and planning
- Postage and communication
- Perhaps additional staff and equipment
- Advertising and sales promotion

Common mistakes made by potential exporters are:

- Lack of knowledge/understanding of foreign buyer specifications for fishery products
- Insufficient knowledge of various import regulations, requirements, and practices pertaining to fishery products
- Trying to fill an export order on a year-round basis for product that has too much variation in supply
- Failing to obtain qualified export counseling (inability to understand market demand)
- Insufficient commitment by top management to overcome the initial difficulties and financial requirements of exporting
- Insufficient care in selecting overseas agents or distributors
- Improperly filling out documentation and improper use of documents
- Filling orders for fishery product from around the world—a shotgun approach—instead of establishing a basis for profitable operations and orderly growth by actively seeking customers in targeted areas
- Neglecting the export business when the U.S. market booms
- Unwillingness to modify products to meet the regulations or cultural preferences of other countries
- Failure to print service, sales, and warranty messages in locally understood languages
- Failure to consider the use of an export management company or other marketing intermediary knowledgeable about foreign distribution channels
- Overlooking consideration of licensing or joint-venture agreements
- Failure to allocate sufficient resources to research foreign demand, and develop contacts
- Failure to research best ways to produce, market, ship, and sell fishery products overseas

## **Identifying Your Markets and Products**

The next step is to identify potential markets and types of products to be sold. It is imperative that firms interested in exporting take time to research the markets where they are interested in selling products. By building a knowledge base about different countries, the new exporter will be able to pinpoint those countries that are most suited for his/her products. Once countries are targeted, it is essential to become knowledgeable about those countries and develop a consistent pattern of trade contacts with importers. Focusing on one or two countries before branching out can help determine a firm's strengths, weaknesses, and limitations in serving export markets. Once the new exporters develop expertise, they may feel confident about testing new markets and products to diversify their portfolio.

When considering which products to sell overseas, firms should conduct a holistic analysis of potential markets as well as their own capabilities. Items to be considered include type of products (whole or dressed products, fillets, live products, and canned products), availability of the resources (species, quality, and quantity), transportation mode, and proximity to airports and ports. Success in the export market may involve adapting the production plant to produce foreign grades and specifications.

## **Pricing Your Products**

Proper pricing, complete and accurate quotations, and choice of terms for the sale are all crucial in selling fishery products in foreign markets. Your initial pricing should be directed at market entry for a long-term export commitment. Your price should also be high enough to generate a reasonable profit, but still be competitive and attractive to buyers, agents, etc. When quoting a price, you should consider the following factors: foreign exchange rates; packaging; insurance; freight; tariffs and duties; inspection fees; other fees, etc. In addition, allow yourself a realistic price margin for unforeseen costs, unavoidable risks, and simple mistakes that are common in any new undertaking. Table 1 outlines the elements of pricing goods for export.

If at all possible, you should quote the price in U.S. dollars. This will provide some protection against international currency fluctuations. Current benchmark, or average, prices for specific species and grades of fishery products in international trade may be obtained from the publications and newsletters outlined in this publication.

## **Methods of Exporting**

Once a detailed market analysis has been completed, your company should develop a strategy of market entry. There are at least four methods, which may be used alone or in combination:

### ***Filling orders from domestic buyers who then export the product***

These sales are indistinguishable from other domestic sales as far as the original seller is concerned. Someone else has decided that the product in question meets foreign demand. That party takes all the risk and handles all of the exporting details, in some cases without even the awareness of the original seller. Many companies take a stronger interest in exporting when they discover that their product is already being sold overseas.

## Table 1: Elements of Pricing Goods for Export

Terms of Sale	EXW ex-works	FCA free carrier	FAS free alongside ship	FOB free on board	CFR cost freight	CIF cost insurance & freight	CPT carriage paid to	CIP carriage insurance paid to	DAF delivered at frontier	DES delivered ex ship	DEQ delivered ex quay	DDU delivered duty unpaid	DDP delivered duty paid
Obligations and Charges													
Warehouse Services	S	S	S	S	S	S	S	S	S	S	S	S	S
Export Packing	S	S	S	S	S	S	S	S	S	S	S	S	S
Forwarder Fees	B	S	S	S	S	S	S	S	S	S	S	S	S
Loading at Point of Origin	B	S	S	S	S	S	S	S	S	S	S	S	S
Inland Freight	B	E	S	S	S	S	S	S	S	S	S	S	S
Port Receiving Charges	B	E	S	S	S	S	S	S	S	S	S	S	S
Export Clearance	B	S	S	S	S	S	S	S	S	S	S	S	S
Ocean/Air Freight	B	B	B	B	S	S	S	S	S	S	S	S	S
Marine Insurance	B	B	B	B	B	S	S	S	S	S	S	S	S
Charges in Foreign Port	B	B	B	B	B	B	B	B	B	B	S	S	S
Customs Clearance	B	B	B	B	B	B	B	B	B	B	B	B	S
Customs Duties	B	B	B	B	B	B	B	B	B	B	B	B	S
Delivery Charges to Final	B	B	B	B	B	B	B	B	B	B	B	S	S

B: Buyer Pays                      S: Seller Pays                      E: Either May Pay  
 Source: First National Bank

### ***Seeking out domestic buyers who represent foreign end-users or customers***

These buyers are a large market for a variety of goods and services. In this case, a company may know its product is being exported, but it is still the buyer who assumes the risk and handles the details of exporting.

### ***Exporting indirectly through intermediaries***

With this approach, a company engages the services of an intermediary firm capable of finding foreign markets and buyers for its products. Export management companies (EMCs), export trading companies (ETCs), international trade consultants, and other intermediaries can give the exporter access to well-established expertise and trade contacts. Yet, the exporter can still retain considerable control over the process while realizing other benefits, such as learning more about foreign competitors, new technologies, and other market opportunities.

### ***Exporting directly***

This approach is the most ambitious and difficult, since the exporter personally handles every aspect of the exporting process from market research and planning to foreign distribution and collections. Consequently, a significant commitment of management time and attention is required to achieve good results. However, this approach may also be the best way to achieve maximum profits and long-term growth. With guidance from the Federal, State, and industry groups mentioned in this publication, even new exporters can pursue the direct sale option with success. For those who cannot make that commitment, the services of an EMC, ETC, trade consultant, or other qualified intermediary are indispensable.

When deciding whether to market indirectly or directly, you should consider the following factors: size of your company, nature of your products, previous export experience and expertise, and foreign market conditions.

## **Promoting Your Products**

In order to sell your fishery products overseas, it is necessary to advertise. The advertising effort actually begins at home, as you make first contacts with potential overseas buyers and introduce your company and products to target markets. There is no substitute for a good working relationship with the foreign buyers. These good long-term relationships are best established through making contacts and building partnerships. Participation at trade shows and trade missions, shipping samples to potential buyers, sending letters and faxes, and making telephone calls should be in your strategy. For example, after meeting a fishery products buyer at an overseas trade show and making a few shipments, it may be advantageous to invite the buyer to visit your facility in order to strengthen the relationship. Increasing your business will ultimately depend on providing solutions to your buyers' problems, and this will require a full understanding of their needs.

The AgExport Connections Office of the U.S. Department of Agriculture offers six services (promotional support, buyer alerts, trade leads, foreign buyers lists, U.S. suppliers lists, and trade shows) to help exporters get their product overseas. These services include counseling, marketing funds, locating buyers, advertising services, trade shows, etc:

These trade shows are an excellent opportunity to showcase your company and products as well as make valuable contacts:

Boston International Seafood Show  
Homepage: <http://www.bostonseafood.com>

European Seafood Exposition  
Homepage: <http://www.euroseafood.com>

International West Coast Seafood Show  
Homepage: <http://www.westcoastseafood.com>

For further information on these services, contact AgExport Connections, AGX/FAS/USDA, Ag Box 1052, Washington, DC 20250-1052. Tel. (202) 720-7103, Fax (202) 690-4374.

Below are some success stories of small exporters using USDA's services:

***Seafood Exporters Benefit from MAP-Supported Pavilions***

The European Seafood Exposition, held annually in Brussels, Belgium, is the world's largest seafood trade show. Almost all major seafood-producing nations construct grand pavilions, many of which are fully subsidized by their national governments, to elaborately showcase their industry and products during a 3-day trade show that is attended by every major buyer in the European Union (EU). With FAS providing 35 percent of the cost, through the Market Access Program (MAP), the American Seafood Institute organized a U.S. Pavilion at the 1999 show.

As a unit, the 10 exhibiting companies represented \$79 million in annual sales to the EU prior to show participation. On average, the companies each generated 26 new serious leads and a total of \$16.5 million in new sales (a 21 percent increase) as a result of show participation. Each dollar of MAP funding helped to generate \$210 of sales. Forty percent of the U.S. exhibitors were new-to-market or new-to-export. Those exhibitors who already had EU customers reported that show participation was vital to maintaining customer loyalty and key accounts. MAP support provided 10 small companies with affordable participation and the opportunity to collectively portray the U.S. industry as a substantial producer of a diverse array of products and committed to EU market development.

***MAP Support Turns Unmarketable Fish into Demanded Commodities***

The U.S. industry produces a variety of fish that, although undesired by most Americans, are known and fully appreciated by other cultures. Market Access Program (MAP) cost-share assistance enables U.S. seafood producers to develop markets for products that would otherwise be unmarketable. Using MAP funds, FAS provided the American Seafood Institute with the ability to work with a major French frozen food distributor and to conduct a generic advertising program for U.S. skate, dogfish, and monkfish. The fish were promoted in the distributor's monthly advertising circular to their 75,000 restaurant customers throughout France for 5 consecutive months in 1999. The promotion effort enabled six U.S. exporters to collectively achieve \$1.8 million in new sales, with each dollar of MAP funds helping to generate \$77 in sales.

These sales represented one-third of the monkfish imports and one-half of the dogfish imports to France during this period and sales have continued to expand.

### ***Taiwanese Consumers Clamor for U.S. Shellfish***

Funds from the Market Access Program (MAP) have assisted with the opening of a new market for U.S. shellfish. According to Roger Painter of Taiwanese Pass Shellfish Company, the Taiwanese market had been closed to U.S. origin clams until the summer of 2000. Painter along with other representatives from the American seafood industry traveled to Taiwan to take part in the Taipei Trade Show. As a result of the trip, Mr. Painter met a local seafood distributor interested in handling his product and lined up a sale of clams and oysters to one of Taiwan's most prestigious hotels. In addition, he was able to make contact with a number of other restaurants and retailers interested in U.S. shellfish. Mr. Painter has expressed confidence that these contacts will lead to future sales. While the initial shipment into Taiwan was modest, it represents the first farmed shellfish from Alaska to be sold overseas. Mr. Painter is optimistic that sales will continue since U.S. shellfish are of high quality and are suitable for use in high-end applications such as hotels and restaurants. Mr. Painter said the MAP was instrumental in helping to open this market and has provided a significant boost to small-scale shellfish farmers in Alaska.

### ***U.S. Farm-Raised Catfish Captures Interest of Eastern Canadian Retailers***

Following The Catfish Institute's (TCI) first year of promotional activities utilizing Market Access Program (MAP) funds in eastern Canada, exports are on the rise and expected to increase in 2000 by 68 percent in value over 1999 exports. An additional processor has established regular sales and consumers are being convinced to purchase U.S. farm-raised catfish. Proving that taste-test promotions increase interest and move product, one major retail group confirms that sales increased by 600 percent, and that the catfish promotion generated more sales than any previous activity. U.S. farm-raised catfish has gone from a position of no distribution in any retail outlet to sales and distribution in all major retail groups in both Ontario and Quebec. One of those store groups made U.S. farm-raised catfish a prominent part of its "Poseidon's Choice" promotion in October.

An added plus is that Canada's Heart and Stroke Foundation tested U.S. farm-raised catfish and declared it a product that can use its "health check symbol" on all promotional materials, and press releases. This symbol tells consumers that this is a heart healthy product. Catfish is the only fresh fish product currently authorized to use the symbol.

But the success does not end there. Chefs and restaurants are jumping on the catfish bandwagon. The publicity generated by a recent chef competition at the George Brown School of Culinary Arts convinced a leading retail buyer to ask TCI to conduct chef presentations of the fish to her customers. More and more restaurants are placing U.S. farm-raised catfish on their menus. Recently TCI invited the editor of Ontario Restaurant News to visit catfish country. The editor wrote an article that generated continuous inquiries from restaurants and others in the food service sector. For example, the executive chef of the Fairmont Hotel Group visited the TCI booth at the HOSTEX Show in Toronto and is interested in launching a menu promotion. The Fairmont Hotel Group comprises some of Canada's most prestigious hotel properties.

# Exporting Fishery Products

Like any business venture, success in exporting fishery products depends heavily on the ability of the exporting company to stay in touch with important changes in the target markets. Given that regulations are frequently modified without international notification, it is important that U.S. exporters contact the foreign buyers directly to ensure that their fishery products meet current specifications and requirements.

## Export Regulations

### U.S. Export Requirements

In general, no license is required to export fishery products to most countries, except for countries under U.S. sanctions or embargoes (i.e., Cuba, Iran, Iraq, Libya, Sudan, Syria, and the UNITA faction in Angola) and individuals included in the "Denied Persons List." The Bureau of Export Administration (BXA) in the U.S. Department of Commerce provides assistance in determining your export licensing requirements. For further information, call BXA at (202) 482-4811. Homepage: <http://www.bxa.doc.gov>

### Foreign Governments' Import Requirements

Import requirements presented by foreign governments vary from country to country. For example, many foreign governments require imported fishery products entering their country to be accompanied by a health inspection certificate. This certifies that the fishery product meets certain standards required by the importing country. Therefore, it is vital that exporters be aware of the standards and regulations that apply to their own operations and transactions.

- To export to any member state of the European Union (EU), U.S. fishery exporters must be certified through the Food and Drug Administration (FDA). Brokers can no longer be certified. For additional information on EU certification requirements contact: U.S. Food and Drug Administration, Center for Food Safety and Applied Nutrition, 200 C Street HFS-450, SW, Washington, DC 20204. Tel. (202) 418-3150; Homepage: [vm.cfsan.fda.gov/seafood1.html](http://vm.cfsan.fda.gov/seafood1.html)
- Otherwise, for information on fishery trade matters or export inspection services to other countries contact: National Marine Fisheries Service (NMFS), 1315 East-West Highway, Silver Spring, MD 20910. Homepage: <http://www.nmfs.gov>  
Trade Matters: Tel. (301) 713-2379, Fax (301) 588-4853.  
Homepage: <http://www.nmfs.noaa.gov/trade>  
Export Inspection: Tel. (301) 713-2355, Fax (301) 713-1081.  
Homepage: <http://www.seafood.nmfs.gov>

Other sources of information:

- The U.S. Agricultural Trade Office (ATO) in U.S. Embassy in the country of export destination.  
Homepage: [http://www.fas.usda.gov/scripts/fasfield/ovc\\_frm.asp](http://www.fas.usda.gov/scripts/fasfield/ovc_frm.asp)
- The foreign government of the country where the fishery products are being exported or the foreign chambers of commerce in the United States (appendix II).

## Shipping Your Products

Getting your product to your overseas customer is an integral part of the export process. Consistent, timely delivery of your product in good condition will help ensure that your new customers become repeat buyers. Selection of a mode of transportation should be based on destination, value of the product, amount of product to be transported, buyer's requirements, and time in transit to reach destination. Time and expense vary by air, land, or ocean. Freight rates are negotiated with the carriers based on quality of transportation service.

### Labeling and Marking Requirements

It is recommended that U.S. exporters contact the foreign buyer directly to ensure that the product specification and labeling meet current regulations. In general, identify each carton with the following information displayed:

- Product name (i.e., perishable live lobster, perishable frozen flounder, canned salmon, etc.)
- Labels should read "Export only"
- Labels must bear all of the required statements in the foreign language of the destination country as well as in English
- Net weight in metric units of the fishery product not including packaging
- Name and address of the exporter
- Country of origin
- Expiration date ("Best before" date)
- List of ingredients in decreasing concentration, including quantity or percent
- List of all additives in decreasing concentration
- Instruction for storage, including refrigeration, if special conditions are required for the product to satisfy its minimum duration period or last until the expiration date
- Instructions for storage and use

### Packaging Requirements

Proper packaging is necessary to maintain both the quality of fishery products and customers' satisfaction. In general, packaging requirements for fishery products vary according to the type of product, type of market, and mode of transportation. The package must be able to protect the product from rough handling during loading and unloading, compression from the overhead weight of other containers, impact and vibration during transportation, and high humidity during precooling, transit, and storage. Factors to be considered are method of packing, temperature, humidity, desired atmosphere around the product, packaging strength, cost, availability, buyer specifications, labeling, freight rates, and government regulations.

The following guidelines, developed by the Air Transport Association of America (IATA), apply to fishery products shipped by air cargo:

#### ***Fresh Products:***

*Inner package*—completely enclose product in strong, secure sealed polyethylene bags. Pack the bags securely and pad them so there is no room to shift.



*Outer package*—packages should be able to withstand shock and be able to be stacked at least 5 units high.

*Boxes*—corrugated paperboard (wax-saturated or otherwise water-resistant) or solid fiberboard is acceptable. Molded polystyrene containers required outer boxes. Corrugated boxes must have absorbent material on the bottom and gusseted (wet-lok type) corners.

*Banding*—bands must not cut containers. Minimum: two bands around the width of each box. Recommended: additional two bands around the length of each box.

*Weights and containers*—the weight limitation is 150 pounds per individual box. Airlines will accept shipper-loaded containers if packed to the airline packaging and coolant specifications. Most airlines will not accept seafood products loaded in containers unless the product is pre-packaged in a wet-lok type box.

*Coolants*—gel-Paks are the preferred coolant but dry ice will be accepted. Wet ice will not be accepted as a coolant for seafood shipments.

*Fillets*—delicate fillets, pre-cooled to 32° F before packaging, require quick, efficient handling.

*Whole or dressed fish*—pre-cool fish to 32° F, pre-chill containers and do not overfill packages.

### ***Live seafood products***

Oyster, crabs, crayfish, lobsters, mussels and clams should be maintained and shipped between 34° and 45° F to slow their metabolism. Packing procedures should be quick and efficient so as to minimize handling time and temperature rise. Refrigerants should be placed at the bottom of the containers, covered with a layer of moist packing material. Both the packing material and container should be pre-chilled. The live seafood should then be carefully packed in successive layers, with moist packing material and an additional layer of refrigerant on top. Once packed, the same considerations for shipment of whole/dressed fish and fillets apply.

For more detailed information, contact any airline carrier and the buyer to determine the packaging requirements and materials. Also see appendix III for units of measure.

### **International Freight Forwarders**

Using freight forwarders to handle fishery products shipping is highly recommended. Freight forwarders act as an exporter's agent when shipping goods overseas. They may advise the exporter regarding freight costs, port charges, consular fees, documentation fees, insurance, and handling costs. In addition to assuring that the goods arrive overseas in good condition, they review the letter of credit and other necessary financial documentation and may prepare the ocean bill of lading. Some airlines will not work directly with

exporters and prefer to work with a freight forwarder. After shipment, in the case of a letter of credit, the freight forwarder will send all documents to the paying bank to confirm the export of the commodity.

Freight forwarders are licensed by the Federal Maritime Commission (FMC) to handle ocean and air freight. They have an option to be registered with the International Air Transportation Association (IATA). In order to be licensed, the freight forwarder must meet a set of requirements, so it is recommended that exporters choose a freight forwarder that is registered with IATA. Additional information on freight forwarders may be obtained from port authorities, the International Trade Administration, banks, or by contacting the National Customs Brokers and Forwarders Association of America at 1200 18th Street, NW, #901, Washington, DC 20036. Tel. (202) 466-0222, Fax (202) 466-0226. Homepage: <http://www.ncbfaa.org/>

USDA's Agricultural Marketing Service also helps exporters with problems concerning the transportation of U.S. agricultural products, including fishery products through its Transportation and Marketing Division. For further information contact USDA/AMS/TMP/SEA, Room 1217-S, 14th & Independence Avenue, Washington, DC 20090-0267. Tel. (202) 690-1304, Fax (202) 690-1340. Homepage: <http://www.ams.usda.gov/>

### **Ocean Carriers**

Ocean transportation takes longer than air, but the cost is usually lower. In 1999, new U.S. regulations concerning all ocean shipping companies which call on U.S. ports took effect. Probably the most dramatic event has been the demise of ocean shipping conferences, which have been replaced by the creation of talking agreements. Ocean carriers are still allowed to meet and discuss rate levels and capacity in the trades, but these new talking agreements are much less disciplined, and carriers do not necessarily have to maintain standard rate levels. These changes have largely been brought about by newer, more liberal confidential contracting arrangements, which are now possible between shippers and ocean carriers.

In no instance does OSRA (Ocean Shipping Reform Act) mandate that ocean transportation contract terms be confidential. OSRA only eliminated the longstanding statutory requirement that the contract freight rates be filed at the FMC (Federal Maritime Commission) or published by the carrier. This, in turn, provided the carrier and the shipper with the "option," to keep the contract rates confidential. Many contracts include confidentiality clauses, although, thus far, it does not appear that these clauses have ever been enforced by either party to the contract. Such clauses would be enforced in a court of law and not through the FMC.

Industry officials believe that 80 to 90 percent of all container movements will eventually move under contract. Shippers associations, whether for import or export, are being formed to pool container volumes and enhance shipper bargaining power when negotiating with carriers. Standard refrigerated containers are typically 40 feet. A 40 foot container can hold approximately 40,000 pounds. If you are shipping less than a containerload (LCL), try to identify a shipment consolidator who puts together a number of shipments going into the same market.

A booking contract is mandatory to reserve space for the cargo on a specified vessel. You may not need to know this because most of the time a freight forwarder will handle these details. In any case, the contract is binding insofar as the carrier has the right to charge for reserved space that is not used or to charge for canceled reservations without adequate notice.

### **Air Carriers**

Airlines are most often used by fish exporters to ship samples, live products, fresh products, or high-value products. They are also used for relatively low volume, frozen or dry product. They can provide a fast and reliable mode of transportation than ocean carriers but in most instances air freight is much more costly than ocean freight.

One hundred and fifty (150) pounds is the common maximum acceptable gross weight per box or carton for carriage on passenger aircraft. However, many airlines have the capability to accept heavier weights per box or container and some have lower acceptable weights. In addition, airlines will accept containers that are corrugated cartons available from most box companies. Air carriers have antitrust immunity to establish "fixed" rates. A group of air carriers that have jointly agreed on a fixed rate are known as International Air Transport Association (IATA) conferences. These fixed tariffs represent the maximum amount that airlines can charge for air cargo. Airlines are free to charge lower rates than the agreed-upon maximum.

In 1998, the ATO in Shanghai assisted in re-routing a dry ice seafood shipment from United Airlines to Lufthansa Airlines. During a trade mission in Los Angeles, CA in 1998, the same office also negotiated a freight rate reduction for a group of Chinese seafood importers.

### **Trucks**

Trucks are the most likely form of transportation for U.S. food products to Mexico and Canada. Approximately 80 percent of all U.S. exports are transported to Mexico via truck. However, a limited amount of high-value products are sent by air.

In addition to obtaining competitive freight rates and services, a shipper should ensure that the product will arrive in excellent condition. Of particular concern are products of a perishable nature, such as frozen and chilled seafood, as well as processed and packaged foods, drinks, and juices.

Important considerations include effective packaging and labeling, temperature, humidity, and other environmental controls, well-maintained transportation equipment, and proper loading, in-transit monitoring, and unloading. For more information about proper handling of seafood during transportation, contact the Shipper & Exporter Assistance program at USDA.

### **Documentation**

Once you have decided on the best mode of transporting your fishery products, you must begin to complete the necessary documents. The documentation of exports is just as important as the products themselves.

Faulty information or incomplete documentation can lead to delays in transporting of the fishery products to their destination or even loss of products. The specific documents required for any given shipment depend on the destination country's import regulations, importer's requirements, terms of sale, method of payment, and mode of transportation. It is extremely important that you verify with the buyer or contact a freight forwarder who can often provide advice and assistance regarding documentation for shipping your fishery products.

There are two general categories of documentation required for export trade: 1) the Shipper's Export Declaration (SED) by the U.S. Government and 2) bill of lading, air waybill, certificate of origin, consular invoice, commercial invoice, etc., required by foreign governments.

### **Shipper's Export Declaration (SED)**

The U.S. Government requires that exporters complete a Shipper's Export Declaration (SED) for international shipments. The SEDs, forms 7525-V, are joint Bureau of the Census/International Trade Administration documents. They include pertinent information on the export transaction such as parties to the transaction, transportation details, Schedule B classification, value of the goods, and export licensing information. The information collected is used for compiling official U.S. export statistics and administering the requirements of the Export Administrative Act. These forms may be privately printed or purchased from the U.S. Government Printing Office, Purchase Division, North Capitol and H Streets, NW, Washington, DC 20401. Tel. (202) 783-3238 or from local Customs District Directors. These forms can also be downloaded from: <http://www.census.gov/foreign-trade/regulations/forms>

You can also use the Automated Export System (AES) to complete the SED on line. You can access the AES and the SED at [http://www.customs.ustreas.gov/impoexpo/imex\\_txt.htm](http://www.customs.ustreas.gov/impoexpo/imex_txt.htm)

For further information, contact: Bureau of Census, Foreign Trade Division, Regulation Branch, Washington, DC 20233. Tel.(202) 457-2238.

### **Pro Forma Invoice**

Many export transactions, particularly first-time export transactions, begin with the receipt of an inquiry from abroad, followed by a request for a quotation or a pro forma invoice. A pro forma invoice is a form the buyer uses when applying for an import license or arranging for funds/loans. The following information should be included on the pro forma invoice:

- Seller's name, address, phone, telex, and fax numbers
- Buyer's name and address
- Buyer's reference number and date of inquiry
- Description of the product
- Price per kilogram
- Gross and net shipping weight (metric ton)
- Delivery port
- Shipping and insurance costs

- Other costs
- Validity period for the quotation
- Terms of payment
- Estimated date of shipment arrival

### **Bill of Lading**

Ocean bills of lading (b/l) serve three purposes:

- They act as a contract between the owner of the goods and the carrier to deliver the goods, spelling out all legal responsibilities and liability limits for all parties to the shipment.
- They act as receipt from the ocean carrier, confirming that they have received the goods for shipment.
- They act as title to the shipment and can be used to transfer title to the goods to a party named in the document.

The b/l is issued by the steamship line. Bills of lading can be made out in two different ways, "to order" or "direct" (straight). When the b/l is made "to order" it offers protection to the shipper by making it absolutely necessary that the consignee present the original endorsed b/l before the goods will be released from the port of destination. An original endorsed b/l is called a negotiable b/l, and acts as title to the goods. A copy of an original endorsed bill of lading is non-negotiable and cannot act as title to the goods.

### **Air Waybill**

The air waybill, like the bill of lading, is a contract of carriage between the air carrier and the shipper. Due to the short transit times, there are no negotiable air waybills. The air waybill is issued by the airline or consolidator.

### **Certificate of Origin**

Some nations require a signed statement as to the origin of the export item. It may be required even though the commercial invoice contains the information. The certificate is usually obtained through the National Marine Fisheries Service of the U.S. Department of Commerce, a local Chamber of Commerce, and other agencies. A North America Free Trade Agreement (NAFTA) certificate of origin should be completed for exports to Canada and Mexico.

### **Consular Invoice**

A consular invoice for imported goods may be required by some nations such as Brazil, Argentina, and Middle East countries. It is used as a means to control and identify imported goods. The invoice must be purchased from the Embassy/Consulate of the country where the goods are being shipped and usually must be prepared in the language of that country.

## **Commercial Invoice**

A commercial invoice is a bill for the goods. The buyer needs the invoice to prove ownership and to arrange payment. Some governments use the commercial invoice to assess customs duties. Although there is no standard form for a commercial invoice, the following information should be included:

- Seller's name and address
- Buyer's name and address
- Exact description of goods (kind, grade, quality, weight)
- Agreed-upon price (preferably in U.S. dollars in order to reduce foreign exchange risk)
- Type of container
- Description of packages (number, kind, markings)
- Delivery point
- Terms of payment
- Date and place of shipment
- Method of shipment
- Signature of shipper/seller.

## **Health Inspection Certificate**

Some foreign governments require a health inspection certificate attesting to the condition of the goods shipped. The National Marine Fisheries Service (NMFS) and the Food and Drug Administration (FDA) are the authorized agencies to conduct inspection of fishery products. While NMFS assesses a variable inspection fee for export to all countries, there is no fee for issuing a certificate of inspection by the FDA for EU. However, there is a \$10 charge by the FDA for issuing a certificate for other countries.

Foreign import requirements for fishery products tend to change frequently. Check with the buyer or local consulate to determine what certification is needed. For U.S. exports to the EU, the health certificate must include the central file number (CFN) of the establishment of origin and the "best before" date.

## **Insurance Certificate**

If the seller is responsible for providing insurance, the insurance certificate should state the type and amount of coverage. This is a negotiable instrument.

## **ATA Carnet**

ATA (A Temporary Admission) Carnet, which is a customs document, eases the temporary importation of commercial samples (CS), professional equipment (PE), and goods for exhibitions and fairs (EF) without paying duties and value-added taxes, or posting bonds. ATA Carnet is accepted in over 75 countries and territories. For more information, contact the United States Council for International Business (USCIB) 1212 Avenue of the Americas, NY, NY 10036. Tel.(212) 354-4480; Homepage: <http://www.uscib.org>

### **Harmonized Commodity Code**

A uniform numerical coding system is used to identify commodities, track imports/exports and to levy import taxes. The HS code for any given agricultural product can be obtained from the Department of Commerce publication: Schedule B-Statistical Classification of Domestic and Foreign Commodities Exported from the United States, or by contacting the Bureau of the Census, Foreign Trade Division, Non-durables Section, Washington, DC 20233. Tel. (301) 457-3494.

### **CITES Certificate**

A CITES (Convention on International Trade in Endangered Species of Wild Fauna and Flora) certificate is required for import/export and commerce of plant and animal species from unregulated international trade. For further information, contact the Office of Management Authority, U.S. Fish and Wildlife Service, ARLSQ 420, 4401 N. Fairfax Drive, Arlington, VA 22203. Tel. (800) 358-2104; Homepage: <http://www.international.fws.gov/permits>

Sample copies of some of the required documents are in appendix IV.

# Export Financing

## Methods of Payment

Once the seller has determined the risks that his or her company is willing to take, it's time to evaluate the risks associated with the more common methods of payment. Listed below are the four most popular options used for receiving payment for exported goods. Ranked in order of seller's risk from the most secure to the least secure, they are: cash in advance, documentary letter of credit, documentary collection, and open account.

When deciding which of these options is best for your sale, remember that every transaction involves two commodities, product and money. Because of the intense competition for export markets, being able to offer good payment terms is often essential to make a sale.

### Cash in Advance

Full payment, cash in advance is considered the safest method of collecting payment for the seller. The buyer bears all the risk in the sale because payment is received before the shipment is made. The percentage of trade conducted requiring full payment, cash in advance is very low. Typically only sellers of products in high demand or products custom manufactured for the buyer are able to demand full payment, cash in advance terms. However, some sellers can obtain a down payment for the goods via cash in advance.

Cash in advance to a U.S. seller is typically in U.S. dollars. Cash in advance can take the form of a wire transfer or payment by check. An international wire transfer is the preferred method, because it allows for the funds to be available once they are received. Most wire transfers can be completed in 2 to 3 days. Fees for wire transfers do add up and typically are deducted from the proceeds. Exact and complete routing instructions are very important.

Collecting payment using a foreign check drawn on the buyer's bank is a less attractive option than wire transfer because it can result in delays of several weeks until final receipt of funds. Avoid accepting checks issued by foreign companies or individuals. If the buyer pays by check, made payable in U.S. dollars and drawn on a U.S. bank, the collection process is the same as for any U.S. check. With any check, there is a risk that it may be returned due to insufficient funds in the buyer's account.

An additional factor to consider is that advance payment may create a cash flow problem and increases the risk to the buyer. As the seller, you have the buyer's money, but have not shipped the goods. The buyer is at risk that you will be unable to ship the goods as contracted. If another producer is willing to extend credit, the buyer may go elsewhere.

### Documentary Letter of Credit

A documentary letter of credit (L/C) is a commitment from the issuing bank to pay the seller as beneficiary, a specified amount provided certain terms and conditions of the letter of credit are met. All L/C's are irrevocable, which means that once the L/C is established it cannot be revoked or changed without the consent of all parties, unless they specifically state that they are revocable.



**Table 2. Methods of Payment**

<b>Payment Method</b>	<b>Terms of Payment</b>	<b>Where Used</b>	<b>Advantages to Buyer (Importer)</b>	<b>Advantages to Seller (Exporter)</b>
<b>Cash in Advance</b>	<ul style="list-style-type: none"> <li>• Buyer pays seller before goods are shipped</li> </ul>	<ul style="list-style-type: none"> <li>• New relationships</li> <li>• Smaller transactions</li> <li>• Where buyer is unable to obtain an L/C</li> </ul>	<ul style="list-style-type: none"> <li>• NO Advantage - pays prior to receipt of goods and documents.</li> </ul>	<ul style="list-style-type: none"> <li>• Eliminate risk of non-payment</li> </ul>
<b>Letter of Credit</b>	<ul style="list-style-type: none"> <li>• Buyer's bank undertakes to make payment when documents are presented by seller as stipulated in L/C</li> </ul>	<ul style="list-style-type: none"> <li>• When ability of importer to pay is uncertain.</li> <li>• In countries where there is a regulatory requirement.</li> <li>• When a seller needs an L/C to obtain bank financing.</li> </ul>	<ul style="list-style-type: none"> <li>• Provides reasonable assurance that proper shipment is made prior to payment.</li> <li>• May obtain lower price due to reduced credit risk for seller.</li> </ul>	<ul style="list-style-type: none"> <li>• Substitute bank's credit for buyers.</li> <li>• Provides assured and prompt payment.</li> <li>• Protects against cancellation of underlying sales contract.</li> </ul>
<b>Documentary Collection</b>	<ul style="list-style-type: none"> <li>• Documents (representing title to the goods) are exchanged through a bank for payment or acceptance (promise to pay)</li> </ul>	<ul style="list-style-type: none"> <li>• Ongoing business relationships</li> <li>• Transactions not requiring the protection and expense of L/C's.</li> </ul>	<ul style="list-style-type: none"> <li>• Delay payment until receipt of documents.</li> <li>• Buyer can be financed directly by seller through use of time drafts.</li> </ul>	<ul style="list-style-type: none"> <li>• Seller retains title to goods until payment or acceptance.</li> </ul>
<b>Open Account</b>	<ul style="list-style-type: none"> <li>• Buyer pays seller subsequent to receipt of an invoice, normally after goods are shipped.</li> </ul>	<ul style="list-style-type: none"> <li>• High trust relationships</li> <li>• Inter-company transactions</li> </ul>	<ul style="list-style-type: none"> <li>• Allows buyer to delay payment until goods have been examined, and/or goods have been sold.</li> </ul>	<ul style="list-style-type: none"> <li>• NO Advantage - Risks non-payment</li> </ul>

Source: First National Bank

The L/C more evenly distributes risk between the seller and buyer. The seller is assured of payment when the conditions of the L/C are met and the buyer is assured that the conditions specified are documented and shipment of the goods has been made. It is a common method of payment, especially when the seller/buyer relationship is a new one.

The L/C is, however, not without drawbacks. If discrepancies exist in the documents required by the L/C that cannot be corrected by the seller, the buyer has the option to approve the discrepancies and pay for the shipment, usually at a discount, or to reject the shipment. If the shipment is rejected, the seller retains title to the goods.

A rejected shipment means that the seller must quickly locate a new buyer, renegotiate with the buyer, usually at a lower price, or pay for the shipment to be returned. Costs of a L/C add to the price of the product and can tie up the buyer's working capital or credit line.

A word of advice: Sellers should always have their banker and freight forwarder carefully scrutinize the L/C. They can help you determine if the L/C is legitimate and if the terms and conditions specified can be met. Bankers and forwarders can also help to prepare documents and reduce the chance of discrepancies.

There are four parties formally involved in the collection of payment using a L/C:

- Buyer or applicant
- Applicant's bank or issuing bank
- Beneficiary's bank (which can act as an advising bank or confirming bank)
- Seller or beneficiary

A L/C is either confirmed or advised by the beneficiary's bank. When a L/C is confirmed, the beneficiary's bank (the confirming bank) accepts the credit risk (commercial risk) of the issuing bank as well as the country risk (political risk). Under an unconfirmed, or advised L/C, the beneficiary's bank acts to review the documents specified in the L/C but does not pay on those documents (negotiate the documents). An advising bank passes the documents to the issuing bank who in turn reviews the documents, determines if they are acceptable (negotiates the documents) and pays the beneficiary by forwarding funds to the advising bank. It is preferable to get the letter of credit confirmed by a U.S. bank because the U. S. bank accepts the responsibility to pay and the seller receives payment as soon as the documents are presented. This also guarantees the seller that payment terms and conditions of the letter have been met. Another thing to consider about a letter of credit is whether or not it is transferable. In a case where the seller is acting as a broker for or shipper of the goods, and the seller does not wish to take title to the goods, the letter of credit could be transferred to a secondary beneficiary. This allows the bank named in the letter of credit to transfer all or part of the beneficiary's rights under the letter of credit to a secondary beneficiary.

For more information on L/Cs, consult the Uniform Customs and Practices for Documentary Credits, International Chamber of Commerce (ICC) publication No. 500 or an international banker who can provide you with further guidance.

## Documentary Collection

A documentary collection is a method of payment whereby the seller uses a bank as an agent in obtaining payment from the buyer. A documentary collection most often consists of a collection instruction, financial documents used for obtaining payment for money, and commercial documents (invoices, bills of lading, quality certificates, etc.). The collection instruction provides complete and precise instructions to the banks including contact points for seller and buyer, their respective banks, amounts and currencies to be collected, a list of documents enclosed, the terms and conditions upon which payment or acceptance is to be obtained, charges to be collected, interest to be collected, if applicable, the method of payment, and instructions in case of non-payment. To collect payment from a foreign buyer using a documentary collection, the seller sends collection instructions, a draft or other demand for payment, and the related commercial document set through bank channels to the buyer's bank. The buyer's bank releases the documents to the buyer upon receipt of payment or promise of payment. The banks involved in facilitating this collection process have no responsibility to pay the seller should the buyer default. Documentary collection carries the risk that the buyer will walk away from the sale either because they cannot pay for the goods, the market price has dropped, or they cannot sell the goods locally. If this occurs, it is the burden of the seller to locate a new buyer or pay for return shipment.

Documentary collections are best considered when shipping by ocean freight. This is because the ocean bill of lading (B/L) is a negotiable document and acts as title to the goods. The steamship company will not release the shipment from the port unless the buyer has the original B/L, which the buyer cannot obtain unless they agree to pay the bank. In the case of air shipments, the B/L is not a negotiable document, does not act as title to the goods, and the benefit of using a documentary collection can be lost. For more information on Documentary Collections, consult the Uniform Rules for Collections, International Chamber of Commerce (ICC) publication no. 522 or an international banker who can provide you with further guidance.

**Drafts**—A draft (or bill of exchange) is a written order by one party directing a second party to pay to the order of a third party. Drafts are negotiable instruments easily transferable from one party to another. There are two types of drafts: sight drafts and time drafts.

**Sight Drafts**—In the case of a sight draft, once the goods have been shipped, the seller signs the original bill of lading and delivers it to the bank along with the sight draft, invoices, and other supporting documents required by the buyer and destination country, to be forwarded to the buyer's bank. The buyer's bank then notifies the buyer that it has received the documents. When the buyer pays the sight draft, the bank releases the bill of lading, passing title of the goods to the buyer.

**Date or Time Drafts**—A time draft requires payment within a certain time after the buyer accepts the draft and receives the goods. By signing and writing "accepted" on the draft, the buyer is expected to pay within the stated time period. A buyer can delay payment by delaying acceptance of the draft or refusing to pay at maturity. In most countries, an accepted time draft is stronger evidence of debt than an unpaid invoice.

## **Open Account**

Under an open account transaction, the seller agrees to provide the goods to the buyer who agrees to make payment at a specified future date. Payment by the buyer is typically made by wire transfer or check. Open account is a high-risk method of payment for the seller. The seller must be confident that the buyer is well established, has a long and favorable payment record, has good credit, and is able to convert currency into U.S. dollars. Collection on delinquent payments under open account may be difficult and costly if the obligation of the buyer to pay the seller is not well documented. Even when well documented, collection on delinquent open account sales usually requires legal action in the buyer's country.

## **Additional Methods of Payment**

**Standby Letter of Credit**—Like the letter of credit, the standby letter of credit is a commitment or promise from the buyer's bank to pay the seller only if another business transaction specified in the standby letter of credit is not performed. For example, if the buyer and seller have agreed to an open account sale and the buyer defaults, the seller could present a sight draft and a written statement to the bank certifying that the buyer has failed to make payment on the shipment secured by the standby letter of credit and collects payment from the buyer's bank. Standby letters of credit are also frequently used as performance security such as when a seller is bidding on an international tender by a state trading company. In this case, the buyer may require the seller to open a standby letter of credit and if the seller is unable to perform the export sale contract, the buyer can draw on the value of the standby L/C as a penalty.

**Credit Card**—U.S. exporters who sell directly to the consumer may select credit cards as a viable method of payment. The rules governing credit card transactions differ from domestic use to international use. Exporters should check with their credit card companies for specific rules on international use of credit cards.

**Consignment**—Under consignment, the foreign distributor sells goods on behalf of the exporter, and the goods are available on a deferred basis. The exporter does not receive payment until the distributor sells the goods and transfers title of the goods. The exporter usually assumes the political and commercial risk for the goods until the payment is received. If the foreign distributor is unable to sell the goods, the exporter must pay for the return shipment or dispose of the remaining goods themselves. This method of payment is extremely risky for the exporter and is generally not used by U.S. companies.

**Countertrade and Barter**—Countertrade or barter may be necessary when selling to companies that cannot obtain convertible currency. In countertrade, the "buyer" agrees to undertake specified initiatives that compensate and benefit the "seller." Barter is the exchange of goods or services between two parties without using currency. These two methods of payment should be considered only in exceptional circumstances when extreme creativity is needed by an experienced exporter to complete the sale.

**Mixed Methods**—The payment options discussed in this section are not mutually exclusive. It is possible, and frequently practiced, that a seller will use a combination of payment methods. For example: the seller may require 50 percent of the payment as cash in advance using a wire transfer and the remaining 50 percent documentary collections using a sight draft.

### **Currency of Payment**

The simplest currency of payment for U.S. exporters is U.S. dollars. When quoting prices and requiring payment in U.S. dollars, exporters are placing the burden and risk of foreign currency conversion on the buyer. On the other hand, some U.S. exporters that are knowledgeable about foreign exchange may find it profitable to accept payment in other currencies. However, the exporter then assumes the foreign exchange risk. Hedging against foreign exchange risk is possible for many currencies, but the exporter's portfolio of foreign exchange risk exposure should be reviewed with a foreign exchange specialist.

### **Exporter's Checklist for Reviewing a Letter of Credit**

1. \_\_\_\_ Ask for a sample letter of credit to review.
2. \_\_\_\_ Has the credit been confirmed, if requested?
3. \_\_\_\_ Is the type of credit (revolving, transferable, etc.) as agreed?
4. \_\_\_\_ Is the amount of the credit sufficient to cover all costs permitted by the terms of the contract? Are the Incoterms (standard terms used in trade) correct? Have the terms "about" or "approximately" been included?
5. \_\_\_\_ Is the credit available with your bank, freely negotiable, or available with any bank, or is it restricted to the issuing bank or any other designated bank?
6. \_\_\_\_ Are the descriptions of the goods and unit prices, if any, in accordance with the sale contract? Have the terms "about" or "approximately" been included, if requested?
7. \_\_\_\_ Are transshipment and partial shipments allowed, if necessary?
8. \_\_\_\_ Are the points of dispatch/taking in charge/loading on board of the goods, as the case may be, and of discharge/final destination as agreed?
9. \_\_\_\_ Do the shipping and expiry dates allow sufficient time for processing the order, shipment, and presenting the documents to the bank? Does the period for presentation of documents after issuance of the transport document also allow sufficient time?
10. \_\_\_\_ Are the provisions for insurance in accordance with Incoterms?

11. \_\_\_\_ Can the necessary documents be obtained in the form required and in the time frame allowed by the credit?
12. \_\_\_\_ Have any unacceptable conditions been added to the credit without your approval such as an inspection certificate to be provided by the buyer?

Source: Firststar Bank

### **Commercial Letter of Credit: Common Discrepancies Which Can Lead to Nonpayment**

#### ***General***

- Documents inconsistent with each other
- Description of goods on invoice differs from that in the credit
- Marks and numbers differ between the documents
- Absence of documents called for in the credit
- Incorrect names and addresses

#### ***Draft (Bill of Exchange)***

- Amount does not match invoice
- Drawn on wrong party
- Not endorsed correctly
- Drawn payable on an indeterminable date

#### ***Transport Documents***

- Shipment made between ports other than those stated in the letter of credit
- Signature on bill of lading does not specify on whose behalf it was signed
- Required number of originals not presented
- Bill of lading does not evidence whether freight is prepaid or collect
- No evidence of goods actually "shipped on board"
- Bill of lading incorrectly consigned
- "To order" bills of lading not endorsed

#### ***Insurance***

- Insurance document presented of a type other than that required by the credit
- Shipment is under insured
- Insurance not effective for the date in the transport documents
- Insurance policy incorrectly endorsed

#### ***Deadlines***

- Late shipment
- Late presentation of documents
- Credit expired

### **Payment and Finance Terms**

In addition to defining the terms of payment, provisions should be included for late payments, partial payments, and remedies for nonpayment. The terms of payment should consider the use of letters of credit.

## **Private Sector Export Financing Resources**

### **Commercial Banks**

Commercial banks can assist you in financing export transactions. They can also help process letters of credits, drafts, and other types of payments. Banks are making export loans backed by U.S. government export loan guarantees.

Because many banks have international departments or correspondent banks in foreign countries, they can be a valuable asset in helping you export. When selecting a bank to handle your export transactions, it is important to identify a bank that is willing to serve your needs.

### **Export Trading and Management Companies**

Both Export Management Companies and Export Trading Companies may be a source of financing on a limited basis, usually for a negotiated fee. They provide a range of services, including international market research and overseas marketing, legal insurance, product design, transportation, and warehousing.

One publication, the Export Trading Company Guidebook, is available for sale from the U.S. Government Printing Office, Tel. (202) 512-1800. Additional assistance may be obtained from the Office of Export Trading Company Affairs at (202) 482-5131, or the Trade Information Center at (202) 482-0543 or your local Export Assistance Center or the International Trade Administration. Homepage: <http://www.ita.doc.gov/td/oetca/>

### **Private Trade Finance Companies**

Private trade finance companies use a variety of financing techniques in return for fees, commissions, participation in the transactions or combinations thereof. International trade associations, such as a district export council, can assist you in locating a private trade finance company in your area.

### **Factoring Houses**

Factoring houses purchase accounts receivable and assume full risk and responsibility for their collection. The buyer is notified and pays the factoring house directly. These organizations, many of which are subsidiaries of banks, charge a percentage for their services.

## **Government Export Financing Resources**

### **U.S. Department of Agriculture Programs**

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture administers several programs that promote or assist exporters of U.S. fishery products. The programs are approved in FAS's Unified Export Strategy (UES). The UES represents FAS's comprehensive approach to allocating and utilizing its resources and market development programs. These programs include the Foreign Market Development (FMD) program, Market Access Program (MAP), Emerging Markets Programs, Quality Samples Program, and Section 108 Program. Most of these programs are conducted via cooperative agreements with the fishery cooperators.

**Foreign Market Development Program (FMD)**—The goal of the Foreign Market Development Program (FMD), also known as the cooperator program, is to develop, maintain, and expand long-term export markets for U.S. agricultural products. Created 45 years ago, the program fosters a trade promotion partnership between USDA and U.S. nonprofit commodity or trade associations called cooperators. These cooperators represent farmers, commodity processors, and other agricultural businesses. Under this partnership, USDA and the cooperators pool their technical and financial resources to conduct market development activities outside the United States. Participants in the program include approximately 25 groups representing specific U.S. commodity sectors. This program is not available to individual companies.

To submit a FMD proposal or to find out how to do so, contact the Marketing Operations Staff, AG Box 1042, USDA-FAS, Washington, DC 20250-1042. Tel. (202) 720-4327. Homepage: [http:// www.fas.usda.gov/mos/programs/fmd.html](http://www.fas.usda.gov/mos/programs/fmd.html)

**Market Access Program (MAP)**—The Market Access Program (MAP), authorized in 1996, uses funds from USDA's Commodity Credit Corporation (CCC) to help U.S. producers, exporters, and other trade organizations finance promotional activities for U.S. agricultural products. The MAP encourages the development, maintenance, and expansion of commercial export markets for agricultural commodities including fishery products. Activities financed include consumer promotions, market research, technical assistance, and trade servicing.

FAS has a cooperative agreement with the Alaska Seafood Marketing Institute, The Catfish Institute, American Seafood Institute, Southern United States Trade Association, and the Western U.S. Agricultural Trade Association. These cooperators conduct market development activities in cooperation with FAS. Jointly financed export promotional activities include trade servicing, technical training and educational programs, seminars, demonstrations, international trade exhibits, and trade missions to and from the United States.

To submit a MAP proposal or to find out how to do so, contact the Marketing Operations Staff, AG Box 1042, USDA-FAS, Washington DC 20250-1042. Tel. (202) 720-4327. Homepage: [http:// www.fas.usda.gov/mos/programs/mapprog.html](http://www.fas.usda.gov/mos/programs/mapprog.html)

**Emerging Markets Program (EMP)**—The Emerging Markets Program (EMP) is authorized by the Food, Agriculture, Conservation, and Trade Act of 1990 (FACT Act), as amended by the Federal Agriculture Improvement and Reform Act of 1996 (FAIR Act). Under the FAIR Act, a program of technical assistance to promote U.S. agricultural exports is authorized for emerging markets in all geographic regions.

For additional information, contact the Director, Marketing Operations Staff on (202) 720-4327 or at AG Box 1042, USDA, Washington DC 20250-1042. Homepage: <http://www.fas.usda.gov/mos/em-markets/em-markets.html>



**Quality Samples Program (QSP)**—The Quality Samples Program (QSP) is a pilot program designed to encourage the development and expansion of export markets for U.S. agricultural commodities under the authority of the Commodity Credit Corporation (CCC) Charter Act, 15 U.S.C. 714c(f). QSP funds are used to assist U.S. entities in providing samples to potential foreign importers to promote a better understanding and appreciation for the high quality of U.S. agricultural commodities. CCC will review all proposals it receives against the evaluation criteria contained in the program announcement and award QSP funds on a competitive basis. The QSP is administered by personnel of the Foreign Agricultural Service (FAS).

For more information, contact the Director, Marketing Operations Staff, AG Box 1042, USDA, Washington DC 20250-1042. Tel. (202) 720-4327. Homepage: [www.fas.usda.gov/mos/programs/qspsfact.html](http://www.fas.usda.gov/mos/programs/qspsfact.html)

**Section 108 Program**—The Section 108 program provides assistance in the form of foreign currencies for activities that: (1) are intended to result in the development, maintenance, and expansion of long-term export markets for U.S. agricultural products and (2) foster and encourage the development of private enterprise institutions and infrastructure in developing countries.

The program uses foreign currencies acquired from the U.S. Department of Agriculture's food aid programs (Title I, P.L. 480) in Costa Rica, Dominican Republic, Guatemala, Jamaica, Morocco, Sri Lanka, and Tunisia. For questions regarding the Section 108 program, contact Ed Covey (202) 720-0866, [Covey@fas.usda.gov](mailto:Covey@fas.usda.gov). Homepage: <http://www.fas.usda.gov/mos/108/108cover.html>

In addition, the Commodity Credit Corporation (CCC) of the U.S. Department of Agriculture administers a variety of export credit guarantee programs that provide U.S. exporters and bankers protection against default. Two of these programs are the Export Credit Guarantee Program (GSM-102) and the Supplier Credit Export Program (SCGP).

**Export Credit Guarantee Program (GSM-102)**—The Export Credit Guarantee (GSM-102) program, administered by FAS, is designed to facilitate export financing of agricultural commodities or products. Credit terms range up to 3 years. A term of 720 days is typical for fishery products. With each transaction, the buyer must open a U.S. dollar denominated letter of credit on an approved foreign bank. The U.S. exporter pays a fee and receives a payment guarantee from the CCC that will cover 98% of the principal and approximately 50% of the interest owed to the U.S. bank in the event that the foreign bank defaults.

Usually, the exporter assigns the payment guarantee to the U.S. bank financing the export sale. Thus, the foreign buyer may purchase agricultural commodities on deferred payment terms, and the exporter receives payment upon presentation of commercial documents to the U.S. bank. The U.S. bank financing the sale is protected by the CCC's guarantee in the event the foreign bank defaults under the letter of credit or related obligation. By transferring the risk of loss from U.S. exporters to the U.S. Government, the program helps to facilitate exports and permits exporters to meet competition from other countries.

The GSM-102 program is intended for cases where credit is necessary to increase or maintain U.S. exports to a foreign market and where private financial institutions would be unwilling to provide financing without the CCC's guarantee. The program is directed toward countries where the guarantees are necessary to secure financing of the exports and where the CCC has a reasonable expectation that the country and bank are creditworthy.

For additional information about the GSM-102 program contact: Director, Operations Division, Export Credits, Box 1035-S, FAS/USDA, Washington, DC 20250-1035. Tel. (202) 720-6211. Homepage: <http://www.fas.usda.gov/excredits/exp-cred-guar.html>

**Supplier Credit Guarantee Program (SCGP)**—The Commodity Credit Corporation (CCC) also administers export credit guarantee programs for commercial financing of U.S. agricultural exports. The programs encourage exports to buyers in countries where credit is necessary to maintain or increase sales, but where financing may not be available without CCC guarantees.

Under the Supplier Credit Guarantee Program (SCGP), CCC guarantees a portion of payments due from importers under short-term financing (up to 180 days) that exporters have extended directly to the importers for the purchase of U.S. agricultural commodities and products. These direct credits must be secured by promissory notes signed by the importers. Regulations for this program are found in 7 Code of Federal Regulations 1493, Subpart D. Homepage: <http://www.fas.usda.gov/excredits/scgp.html>

### **Export-Import Bank of the United States**

The Export-Import Bank of the United States (Ex-Im Bank) is a U.S. government agency that facilitates the export financing of primarily U.S. capital goods and services. Ex-Im Bank also helps U.S. exporters compete against foreign government's subsidized financing in overseas markets. Ex-Im Bank offers four major export finance support programs: loans, guarantees, working capital guarantees, and export credit insurance.

**Lending Programs**—Ex-Im Bank's loans provide competitive, fixed interest rate financing for U.S. export sales of capital equipment and services. Ex-Im Bank extends loans to foreign buyers of U.S. exports at low, fixed-interest rates according to the Organization for Economic Cooperation and Development (OECD) arrangement.

**Guarantee Program**—Ex-Im Bank's guarantees provide repayment protection for private sector loans to creditworthy foreign buyers of U.S. goods and services. The guarantees provide coverage for both political and commercial risks.

**Working Capital Guarantee Program**—Ex-Im Bank also offers guarantees to lenders to support pre-export financial needs. The Working Capital Guarantee Program can help small- and medium-sized exporters obtain the financing they need to produce and market goods for sale abroad.

**Export Credit Insurance**—Ex-Im Bank's export credit insurance program offers insurance policies to protect U.S. exporters and banks against the political and commercial risk of nonpayment by foreign debtors. Special policies exist for small and environmental businesses.

Inquiries should be directed to Ex-Im Bank Business Development Group, 811 Vermont Avenue, NW, Washington, DC 20571. Tel.(800) 565-EXIM, Fax (202) 565-3380. Homepage: <http://www.exim.gov>.

### **Overseas Private Investment Corporation (OPIC)**

OPIC is a U.S. Government corporation that promotes U.S. investment in less developed countries. OPIC's finance program is oriented towards medium- to long-term investments that involve significant developmental benefits. The program provides insurance coverage for U.S. investments against expropriation, inconvertibility of local currency, or losses resulting from war, revolution, or civil disorders. OPIC does not handle export financing directly, but may assist in financing complementary projects. Insurance on letters of credit may also be obtained in the absence of commercial insurance. The insurance covers 90 percent of the investment plus attributable earnings. For more information, contact OPIC, 1100 New York Ave., NW, Twelfth Floor, Washington, DC 20527. Tel. (202) 336-8400, Fax (202) 408-5145. Homepage: <http://www.opic.gov>.

### **U.S. Small Business Administration (SBA)**

The U.S. Small Business Administration (SBA) provides financial assistance to U.S. exporters. SBA targets its assistance to small companies and strives to assist those businesses that otherwise might not be able to obtain trade financing. SBA works in cooperation with other Federal agencies and public and private-sector groups to encourage small business exports and to assist small businesses seeking to export. SBA's outreach efforts include sponsoring export training conferences and developing "how-to" and market-specific publications for exporters. SBA directs and coordinates ongoing export initiatives, such as the Export Legal Assistance Network (ELAN). SBA also offers a program called E-TAP (Export Technical Assistance Partnership), which focuses on a small group of export ready companies and gives them assistance in order to successfully get started.

The U.S. Small Business Administration manages the following services:

**SBA Export Express**—SBA's new Export Express loan program helps small businesses by allowing lenders to use streamlined and expedited loan review and approval procedures to process SBA guaranteed export loans of up to \$150,000. Loan proceeds may be used for most business purpose, including: market development activity such as participation in a foreign trade mission; transaction-specific financing; general lines of credit for export purposes; and term loans for permanent working capital and fixed-asset financing.

**Export Working Capital Program (EWCP)**—In order to help small businesses export, SBA has developed the new Export Working Capital Program (EWCP). This program provides eligible small businesses with short-term, transaction-specific financing. Small businesses may use this program for pre-export financing of labor and materials, financing receivables generated from these sales, and/or standby letters of credit used as performance bonds or payment guarantees to foreign buyers. The EWCP provides repayment guarantees of 90 percent or \$1 million (whichever is less) to commercial lenders and offers exporters preliminary commitments that encourage lenders to provide credit. To be eligible, the small business concern must have been in operation, though not necessarily exporting, for at least 12 months. The EWCP offers a simplified application form. Interest rates and fees are negotiable between the lender and the small business exporter.

**International Trade Loan Program (ITL)**—This program helps small businesses that are engaged or preparing to engage in international trade, as well as small businesses adversely affected by competition from imports. SBA can guarantee up to \$1.25 million, less the amount of SBA's guarantee portion of other loans outstanding, to the borrower under SBA's regular lending program. Loans are made by lending institutions with the SBA guaranteeing a portion of the loan.

The applicant must establish either that the loan proceeds will significantly expand existing export markets or develop new export markets, or that the small business is adversely affected by import competition. Proceeds may be used for working capital and/or facilities or equipment. Maturities of loans for facilities or equipment may extend to the 25-year maximum.

**7(a) Regular Business Loan Program**—The SBA 7(a) Loan Guaranty program can fund the varied long-term needs of small businesses, where necessary financing is unavailable, on reasonable terms through normal lending channels. The program promotes small business formation and growth. SBA guarantees long-term loans to qualified firms. SBA's basic guaranty program makes loans available for many business purposes, such as real estate, expansion, equipment purchases, working capital, or inventory. Private lenders, usually banks, make loans which are guaranteed up to 75 percent of the loan by SBA. The borrower makes loan payments to the lender. SBA can guarantee up to \$1 million.

**Small Business Investment Companies (SBICs)**—SBICs exist to provide equity capital, long-term loans, and management assistance to qualifying small businesses. They are privately owned and operated companies that use their own capital and funds borrowed from the SBA to provide financing to small businesses in the form of equity securities and long-term loans. SBICs invest in a broad range of industries. SBICs may invest in export trading companies, provided all other eligibility requirements are met. For further information regarding the SBIC program, contact: Investment Division, U.S. Small Business Administration, 409 Third St., Washington, DC 20416. Tel.(202) 205-6510, Fax.(202) 205-6013. Homepage: <http://www.sba.gov/inv> or electronic mailbox: [sbic@sba.gov](mailto:sbic@sba.gov)

For more information, SBA has offices located throughout the U.S. and its territories. For the one nearest you, please look under "U.S. Government" in your telephone directory or call the Small Business Answer Desk at (800) 8-ASK-SBA. To fax, dial (704) 334-6769. For the hearing impaired, the TDD number is (704) 334-6640. Homepage: <http://www.sba.gov>

In addition, there are 58 Small Business Development Centers (SBDCs) in 1,000 service locations and over 370 Service Corps of Retired Executives (SCORE) offices to help you start and/or strengthen your own business.

### **Foreign Credit Insurance Association (FCIA)**

The Foreign Credit Insurance Association (FCIA) is a private entity serving the international marketplace. The association writes a wide range of credit insurance and political risk coverages for experienced exporters. Great American Insurance Company, the association's principal, is a large, privately held, multiline insurer founded in 1872.

FCIA offers a wide variety of policies for short-term sales (up to 180 days, exceptionally for 360 days) and political risk insurance (policy periods up to 2 years). Both multi-buyer and single-buyer policies are available, and there are no restrictions on content or sourcing of insured products. Multi-buyer coverages include flexible premium options and short claim waiting periods.

The widely used Multi-Buyer Export policy is generally written to cover shipments during a year and insures a reasonable spread on an exporter's sales. It enables the exporter to make quick credit decisions, so as to provide faster service to overseas buyers. The exporter can obtain financing and offer competitive credit terms to attract and retain buyers around the globe, even in high-risk markets. Coverage is generally 95 percent for political and commercial risk, and the policy has a deductible similar to other forms of insurance. The policy is subject to limits of liability. The aggregate limit represents the insurer's maximum liability under the policy. Exporters make their own credit decisions for shipments up to the amount of a discretionary credit limit. For larger amounts, a special buyer credit limit is available upon application to FCIA.

For additional information, contact the FCIA Management Co. 40 Rector Street, 11th Floor, New York, NY 10006. Tel. (212) 306-5000, Fax (212) 306-5218. Homepage: <http://www.fcia.com> or your insurance broker.

### **U.S. Trade and Development Agency (TDA)**

The U.S. Trade and Development Agency (TDA) provides funding for feasibility studies of public and private sector projects in developing and middle-income nations that lead to the export of U.S. products and services. Helping U.S. businesses win contracts to implement major overseas infrastructure projects is one of TDA's main objectives. TDA funds studies on a variety of projects including energy and power transportation, health care, mining and minerals development, telecommunications, agribusiness and environmental services. For additional information on country eligibility, developmental priorities, and

U.S. goods procurement requirements, contact the U.S. Trade and Development Agency, 1621 North Kent Street, Suite 200, Arlington, VA 22209. Tel. (703) 875-4357, Fax (703) 875-4009. Homepage: <http://www.tda.gov>.

### **State Export Financing Programs**

A number of State-sponsored export financing and loan guarantee programs are available. Details of these programs are available through each State's department of commerce or trade office. The following States provide direct and indirect export assistance: Arkansas, California, Delaware, Georgia, Indiana, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, New Jersey, New York, Nevada, North Carolina, Oklahoma, Pennsylvania, South Carolina, Texas, Utah, Virginia, Washington, and Wisconsin.

# Market Information and Assistance

## U.S. Department of Agriculture

The U.S. government, State governments, trade associations, and private sector organizations provide low-cost and easily accessible resources to simplify and speed your foreign market research. (Details provided in appendix VI.)

The Foreign Agricultural Service (FAS) of the U.S. Department of Agriculture is responsible for developing, maintaining, and expanding export markets for U.S. agricultural commodities. This includes fish and seafood products. FAS provides foreign market information, enhances market access, and cooperates with U.S. nonprofit trade associations to conduct overseas market development activities. Unlike other government export agencies, its focus is U.S. agriculture, including fishery products. FAS provides companies with a number of options for obtaining timely information on export markets.

### Overseas Offices

FAS represents U.S. agriculture overseas through a network of agricultural counselors, attaches, and trade officers in 64 foreign posts covering 129 countries. The staff supervises market development activities, reports to FAS headquarters in Washington, and alerts the U.S. trading community to foreign market opportunities and competition.

Each U.S. agricultural counselor or attaché office is in frequent contact with foreign buyers and overseas representatives of U.S. firms and associations, and helps U.S. agricultural exporters, associations, and allied groups establish contacts with government officials and foreign traders. In addition, Agricultural Trade Offices (ATO's) have been opened in Sao Paulo, Dubai, Guangzhou (Canton), Hong Kong, Jakarta, Mexico City, Osaka, Riyadh, Moscow, Seoul, Shanghai, Singapore, Taipei and Tokyo. These trade offices serve as a one-stop service center for U.S. exporters, nonresident private trade groups, and others engaged in exporting and importing U.S. agricultural commodities. Please visit the FAS Post and ATO homepage: <http://www.fas.usda.gov/fasposts.html>. A directory of FAS Field Officers and overseas contacts can also be obtained through the FAS homepage: [http://www.fas.usda/scripts/fasfield/ovc\\_frm.asp](http://www.fas.usda/scripts/fasfield/ovc_frm.asp)

### Annual Reports

Annual reports on fish and seafood products production, marketing, and trade issues for 17 selected foreign markets are available on an annual subscription basis or on-line. The markets are:

Canada	Chile	Denmark	European Union	France
Germany	Italy	Japan	Republic of Korea	Morocco
Netherlands	Norway	Portugal	Russian Federation	Spain
Sweden	United Kingdom			

The annual reports are prepared by FAS agricultural counselors, attaches, and trade officers overseas. To get current prices or place a subscription order for the scheduled reports, voluntary reports, and report updates contact: Reports Officer/FAS/USDA, Room 6078-South Building, Washington, DC 20250-1000. Tel. (202) 720-0924, Fax (202) 720-7729.

Electronic Access: The annual reports are available electronically via the Internet and electronic bulletin board systems. In addition to the reports, there are more than 3,000 articles covering a wide range of related topics available from the electronic sources. They are available at: [http://www.fas.usda.gov/ffpd/attache\\_reports.htm](http://www.fas.usda.gov/ffpd/attache_reports.htm) The reports are also available at: <http://www.stat-usda.gov>, <http://www.ftp.stat-usa.gov>, and <http://www.ebb.stat-usa.gov> (telnet).

In addition, FAS agricultural attaches also prepare Retail Food Sector and Hotel and Restaurant Institutions Food Service Sector reports.

### **Circulars**

FAS Forest and Fishery Products Division (FFPD) publishes twelve circulars a year that offer an extensive overview of the world supply and demand situation for fishery products. The circulars include extensive data tables of U.S. exports of fish and seafood products. Species data for some products are included. In addition, key trade developments and voluntary reports from FAS overseas posts are highlighted. Foreign fish and seafood products production, supply, and distribution data are also provided. For information on circular content, contact the FAS Forest and Fishery Products Division, Tel. (202) 720-0638, Fax (202) 720-8461. You can read the fishery products circulars on the FAS homepage: <http://www.fas.usda.gov/ffpd/fisherycirculars.htm>

The reports remain "current" until the succeeding issue is available. Older issues are available in the archives section of the home page. FAS also makes selected cover articles and graphics available from these publications, in a separate section of the site.

### **The AgExport Connections Office**

Through FAS services, agricultural exporters can keep abreast of foreign market development opportunities with marketing research reports, trade leads, product publicity, and listings of prospective foreign importers. FAS serves as the liaison between U.S. companies and foreign importers seeking U.S. fishery and other agricultural products. FAS works to help U.S. producers introduce products in new markets and further expand established markets.

FAS agricultural counselors, attaches, and trade officers transmit market information, and trade statistics electronically to FAS offices in Washington, DC. U.S. companies can take advantage of the following export services:

**1. Trade Leads** are inquiries submitted by foreign buyers for specific products. They are transmitted electronically to the AgExport Connections Office by FAS trade officers in nearly 50 countries. Foreign buyers submitted more than 4,500 trade leads last year, which helped facilitate export sales of more than \$500 million. Trade leads may be accessed through the following means:

**a) Internet**—Trade Leads are available on a daily basis through the FAS home page. You can access new trade leads each day or search for previous trade leads by country, product, or date. In addition to trade leads, the home page contains information on a wide range of FAS



programs and services, as well as trade statistics and foreign market reports. Homepage: <http://www.fas.usda.gov/agexport/TradeLeadQuery.asp>.

Trade leads are also available on other private and public bulletin boards. Contact your State agriculture department, trade office or chamber of commerce to determine if this service is available locally.

**b) Fax Polling**—Another way to receive trade leads is by fax. Just poll the AgExport fax system each week using your own fax machine. The information is free. You pay only for the cost of the call. The number to call to poll the machine with information on fish and seafood products is (202) 720-8980. Instructions on how to poll for trade leads are available by calling (202) 690-3416.

**c) Newspapers, trade journals, newsletters**—Trade leads may also appear in newsletters or trade journals published by private firms or State and local government offices. Check with your State agriculture department, trade office or chamber of commerce for further information.

**2. Foreign Buyer lists** are drawn from a database that includes more than 30,000 foreign buyers of food, farm, and forest products in nearly 70 countries. The lists provide important details on each firm such as contact person, address, telephone, fax, and type of product(s) imported. Please note that you may order these lists by product for a specific country. The current charge for each list is \$15.

For further information on foreign buyers lists, please contact: AgExport Connections, USDA/FAS/AGX, Ag Box 1052, Washington, DC 20250-1052. Tel. (202) 690-3416 (Foreign Buyer Lists), Fax (202) 690-4374.

**3. The U.S. Supplier Lists** database is one of the fastest and most efficient ways for a foreign buyer of U.S. food, farm, fish and forest products to contact you directly. This searchable database is designed to help small -to medium-sized U.S. exporters make contact with export agents, trading companies, importers and foreign buyers and create an opportunity to sell their products in overseas markets. To register your company for free, online registration is available at <http://www.fas.usda.gov/agexport/ussuppinfo.html>.

To receive a U.S. Supplier list, the current charge is \$15 each. For further information on U.S. Suppliers Lists, contact AgExport Connections, USDA/FAS/AGX AG 1052, Washington, DC 20250-1052. Tel.(202) 690-3421, Fax (202) 690-4374.

**4. Buyer Alert** is a biweekly newsletter distributed by USDA's overseas offices that can introduce your fish and seafood products to foreign buyers around the world. Buyer Alert helps U.S. exports reach more than 15,000 importers in nearly 60 countries. Each announcement in the newsletter provides a product description, offers terms, and information about your company. There is a \$15 service fee per announcement. Homepage: <http://www.fas.usda.gov/agexport/bainfo.html>

To receive a free copy of the AgExport Action Kit, which contains detailed information on the above services and other USDA programs, contact:

AgExport Connections, AGX/FAS/USDA, Ag Box 1052, Washington, DC 20250-1052. Tel. (202) 720-7103, Fax (202) 690-4374. Publications, reports, and other information provided by FAS at <http://www.fas.usda.gov>.

### **Agricultural Marketing Service (AMS)**

The Shipper and Exporter Assistance Program (SEA) area of USDA's Agricultural Marketing Service (AMS) provides the following services:

**Technical Assistance**—SEA publishes export handbooks, directories, and market reports; sponsors export seminars and participates in technical exchanges with other countries.

**Policy Analysis**—SEA analyzes topics such as the future transportation needs of the U.S. agricultural export community and the impact of transport regulations on agricultural shippers.

**Special Reports**—SEA produces special reports on moving U.S. products to emerging markets. Special reports also cover issues such as packaging refrigeration, and shipping costs of agricultural exports.

For further information contact the USDA Agricultural Marketing Service/SEA at (202) 690-1304, Room 1217-S. Homepage: <http://www.ams.usda.gov/tmd/tmdsea.htm>.

## **U.S. Department of Commerce**

### **National Marine Fisheries Service**

The National Marine Fisheries Service assists exporters seeking to find and explore new export new export inspection services for fish and seafood exports. They can be contacted at:

#### **Trade Matters**

Headquarters:	Tel. (301) 713-2379, Fax (301) 713-2384
Northeast Office:	Tel. (978) 281-9225, Fax (978) 281-9161
Southeast Office:	Tel. (727) 570-5335, Fax (727) 570-5300
Southwest Office:	Tel. (562) 980-4030, Fax (562) 980-4047
Northwest Office:	Tel. (206) 526-6114, Fax (206) 526-4461
Alaska Office:	Tel. (907) 586-7224, Fax (907) 586-7249
Belgium Office:	Tel. 011-32-2-508-28-42, Fax 011-32-2-513-12-28
Japan Office:	Tel. 011-81-33-224-5077, Fax 011-81-33-589-4235

#### **Export Inspection**

Headquarters:	Tel. (301) 713-2355, Fax (301) 713-1081
Northeast Branch:	Tel. (978) 281-9292, Fax (978) 281-9134
Southeast Branch:	Tel. (727) 570-5383, Fax (727) 570-5387
Western Branch:	Tel. (323) 526-7412, Fax (323) 526-7417

In addition, the National Marine Fisheries Service provides information on prices for species in different markets: [http://www.st.nmfs.gov/st1/market\\_news/](http://www.st.nmfs.gov/st1/market_news/)

## **National Trade Data Bank**

The Department of Commerce offers the National Trade Data Bank (NTDB) for sale on CD-ROM. The NTDB, the U.S. Government's most comprehensive source of world trade data, is a trade library of more than 200,000 documents. Topics on the NTDB range from export opportunities by industry, country, and product to demographic, political, and socio-economic conditions in hundreds of countries. The NTDB can also be accessed through the homepage at: <http://www.stat-usa.gov>. For subscription information and current prices, contact STAT-USA at (202) 482-1986.

## **International Trade Administration (ITA)**

The International Trade Administration of the U.S. Department of Commerce provides a wide-range of services and programs to assist U.S. firms in developing export markets. The best point of contact for U.S. firms is their local Department of Commerce Export Assistance Centers, of which there are 105 across the United States. These offices are run by the division of ITA known as the U.S. Commerce Service. Assistance is also available through 157 commercial offices located in 84 countries which are part of the same network. They are located in embassies and consulates in countries comprising more than 95 percent of the world market for U.S. products. For information about a specific country, contact the appropriate desk officer at the ITA. A list of ITA desk offices and Foreign Commercial Service District Offices are listed at <http://www1.ustrade.gov/website/website.nsf>

Some of the services provided by the International Trade Administration, ITA, are listed below:

***“Export Programs Guide: A Business Guide to Federal Export Assistance,”*** is a booklet that is published annually. It contains valuable information about government programs that help U.S. companies export their goods around the world. A free copy can be ordered by calling the U.S. Trade Information Center at 1-800-872-8723.

***International Partner Search (IPS)*** is handled through the export assistance centers. U.S. commercial officers overseas locate interested and qualified representatives on behalf of a U.S. firm. The commercial officer prepares a report identifying up to five pre-screened prospects that have examined the U.S. firm's product literature and have expressed interest in representing the company. There is a charge per market or specific area.

***The Trade Opportunity Program (TOP)*** provides daily worldwide trade leads from overseas buyers seeking to purchase U.S. products or represent U.S. companies. TOPs are available electronically via the Economic Bulletin Board and Internet at [www.stat-usa.gov](http://www.stat-usa.gov). For subscription information and current prices, contact STAT-USA at (202) 482-1986.

***Industry Sector Analyses (ISA)*** offer succinct international market information on specific industries that can help determine potential, market size, and competitors. They are available through the homepage at <http://www.usatrade.gov>.

**International Company Profiles (ICP)** provide background information on individual overseas firms, giving information about each firm's reputation, creditworthiness, and its overall reliability and suitability as a trade contact for U.S. exporters. ICPs are designed to help U.S. firms locate and evaluate prospective customers overseas. Information includes: name, address, key contact, number of employees, type of business, general reputation in trade and financial circles, year established, sales territory, and products handled. Contact your local Export Assistance Center for details and cost.

**Commercial News, USA (CNUSA)** assists U.S. companies in advertising the availability of new U.S. products in overseas markets and provides a method for testing new markets. Under CNUSA, descriptions of the products are published in the monthly publication Commercial News USA. For more information visit <http://www.cnewsusa.com>.

**The Infrastructure Division** assists U.S. companies seeking business in connection with large-scale infrastructure projects around the world. They track foreign infrastructure projects throughout their development from the initial feasibility stages through master-planning, engineering design, construction, and startup. They have a database where these projects can be searched. Contact them at Tel. (202) 482-4642, Fax (202) 482-3954. Homepage: <http://www.ita.doc.gov/td/infrastructure>.

**The Office of Trade Finance (OTF)** offers counseling and advice on counter trade. Contact: OTF, ITA, U.S. Dept. of Commerce, Rm 4004, Washington, DC 20230, Tel. (202) 482-3050. Homepage: <http://www.ita.doc.gov/td/efm>.

## **U.S. Small Business Administration**

The U.S. Small Business Administration (SBA) provides a variety of services to potential exporters through its 107 field offices in the United States. Several services are:

### **Small Business Development Centers (SBDCs)**

SBDCs provide a full range of export assistance to small businesses, particularly those new to exporting. They also offer counseling, training, managerial, and trade finance assistance. Counseling services are provided at no cost to the small business exporter, but fees are generally charged for export training seminars and other SBDC-sponsored export events.

### **Service Corps of Retired Executives (SCORE)**

Members of the SCORE have practical experience in international trade. They can offer your firm assistance for evaluating your company's export potential and can strengthen your domestic operations by identifying financial, managerial, or technical problems. These advisers can also assist you in developing basic export marketing plans that show where and how to sell your product overseas.

### **Export Legal Assistance Network (ELAN)**

ELAN is a nationwide groups of attorneys experienced in international trade that provides free initial consultations to new-to-export business on export-related matters.

For further information on any of the programs funded by SBA, contact the nearest SBA field office by calling 1-800-U-ASK-SBA (1-800-827-5722), fax (704) 344-6769. Homepage: <http://www.sba.gov>

### **U.S. Export Assistance Centers (USEACs)**

U.S. Export Assistance Centers offer a full range of Federal export programs and services under one roof. Clients receive assistance by professionals from the SBA, Department of Commerce, Ex-Im Bank, and other public and private organizations. It's a partnership that makes it easier for you to get the help you need to compete and succeed in the global marketplace. Each USEAC, located in 15 cities nationwide, is ready to meet your business needs with export marketing and trade finance assistance. Customized counseling tailored to your company's experience and commitment is available. The service uses the latest technology to bring export assistance to your doorstep. For a list of USEACs, please see appendix V.

### **Office of the U.S. Trade Representative**

The Office of the U.S. Trade Representative (USTR) is an agency of the Executive Office of the President. It is responsible for directing all formal U.S. trade negotiations and for formulating U.S. trade policy. It works closely with USDA and other agencies in this effort. It represents the United States in formal tariff and nontariff negotiations. Individual exporters rarely have direct contact with this office unless they wish to file a complaint about unfairly subsidized overseas competition or other trade practices which may violate the World Trade Organization (WTO) policies. For information contact: USTR, 600 17th Street NW, Washington, DC 20508. Tel. (202) 395-3230. Homepage: <http://www.ustr.gov/>

### **State and Regional Export Trade Associations**

State government agencies, departments of commerce, and other departments within State government often provide valuable assistance to new and established exporting firms within the States. The assistance offered by these agencies includes export education, marketing assistance, market development, trade missions, trade shows, agriculturists, and interface with government officials (appendix VI). In addition, forty-nine States, Guam, Puerto Rico, and American Samoa are members of four regional groups that work exclusively on coordinating and expanding activities for exports of food and agricultural products. The organizations and member States are:

### **Food Export USA-Northeast (EUSAFEC)**

The Food Export USA-Northeast includes Connecticut, Delaware, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont. For more information, contact Food Export USA-Northeast, 150 S. Independence Mall West, Philadelphia, PA 19106. Tel.(215) 829-9111, Fax (215) 829-9777. Homepage: <http://www.foodexportusa.org>.

### **Southern U.S. Trade Association (SUSTA)**

The Southern U.S. Trade Association includes Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Puerto Rico, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia. For more information, contact International Trade Mart, World Trade Center, #2 Canal Street, Suite 2515, New Orleans, LA 70130. Tel.(504) 568-5986, Fax (504) 568-6010. Homepage: <http://www.susta.org>

### **Mid-America International Agri-Trade Council (MIATCO)**

The Mid-America International Agri-Trade Council includes Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin. For more information, contact MIATCO 400 West Erie Street, Suite 100, Chicago, IL 60610. Tel. (312) 944-3030, Fax (312) 944-1144. Homepage: <http://www.miatco.org>.

### **Western U.S. Agricultural Trade Association (WUSATA)**

The Western United States Agricultural Trade Association includes Alaska, California, Colorado, Guam, Hawaii, Idaho, New Mexico, Oregon, Washington, Wyoming, Utah, Montana, and American Samoa. For more information, contact WUSATA, 2500 Main Street, Suite 110, Vancouver, WA 98660-2697. Tel.(360) 693-3373, Fax (360) 693-3464. Homepage: <http://www.wusata.org>.

### **Chambers of Commerce**

Many local chambers of commerce provide extensive services for members interested in exporting. The services may include export seminars, workshops and roundtables, documentation assistance. Chambers of commerce also provide trade promotion such as overseas missions, mailings, planned events, and international trade missions.

### **Food and Agriculture Organization of the United Nations**

Globefish, an unit of the Food and Agriculture Organization's Fisheries Department, provides a number of international fish market indicators. Current information on markets and prices, international conferences, and training for industry and government are all available through Globefish. Globefish is an integral part of the Network of Fish Marketing Services: INFOFISH (Asia and Pacific region), INFOPECHE (Africa), INFOSAMAK (Arab countries), INFOPESCA (South and Central America), EASTFISH (Eastern Central Europe), and INFOYU (China). For information, contact: GLOBEFISH, FAO/FIL, Via delle Terme di Caracalla 00100 Rome, Italy. Homepage: <http://www.FAO.org/fi/publ/ficatpub/globefif.asp>.

### **Private Sector Organizations**

A variety of private credit-reporting, financial, and market-servicing firms target their services to the U.S. exporter. Generally, these companies provide weekly or monthly reports by world areas with special reports targeted to specific countries. In addition, there has been a proliferation of Internet websites providing free information about the seafood industry. There are available by typing "seafood" into the search engine. The following information citations do not represent an endorsement by the U.S. Department of Agriculture. Furthermore, no guarantees of commercial performance or reliability are intended nor intent of discrimination implied.

**Seafood Market Analyst** provides composite indexes, key indicator products, trade statistics, and forecasts. For information, contact: Seafood Market Analyst, JL Anderson Associates, Inc., 20 Fifth Avenue, Narragansett, RI 02882-3677 Tel. (800) 240-8832 or (401) 783-8899/3930, Fax: (401) 783-8883. Homepage: <http://www.seafoodreport.com>

**U.S. Seafood News** provides update on the FDA inspection, market prices, consumption data, and international seafood regulatory patterns. For further information, contact U.S. Seafood News 8203 Excalibur Court, Annandale VA 22003. Tel. (703) 560-4166, Fax (703) 560-0819. Homepage: <http://www.seafoodglobalservices.com>

**Salmon Market Information Service** gives statistics, prices, and other information. For information, contact Salmon Market Information Service at P.O.Box 21009, Juneau, Alaska 99802. Tel.(907) 586-6126, Fax (907) 586-2673.

**Bill Atkinson's News Report** provides Japanese market information. For further information, contact BANR, 5507 N.E. 58th Street, Seattle, Washington 98105-2111. Tel. (206) 525-3235, Fax (206) 525-3379

**Dun & Bradstreet** offers a number of publications about international marketing, exporting, and foreign corporations and companies. Dun & Bradstreet's "Exporters' Encyclopedia" includes information on export shipping documentation, export market profiles, financing, laws and regulations, communications, and transportation for over 200 countries. D&B's "International Risk and Payment Review" presents the D&B Country Risk Indicator to show the relative strengths of 120 countries. "D&B WorldBase", an online database, provides access to over 64 million companies, as well as a listing of their officers and subsidiaries/ affiliates worldwide. Other publications and CD-ROMS available from Dun & Bradstreet include: "D&B Principal International Business, "Who Owns Whom" (identifies parent companies, their subsidiaries and associates), "D&B Europa," "D&B Asia/Pacific Key Enterprises," "D&B Canadian Key Business," "D&B Key British Enterprises." For more information contact: Dun & Bradstreet, Business Reference Solutions, 3 Sylvan Way, Parsippany, NJ 07054. Tel. (800) 526-0651. Homepage: <http://www.dnb.com>.

**Economist Intelligence Unit (EIU)** is the business-to-business arm of the Economist Group, publisher of the Economist. The EIU has over 500,000 customers in corporations, banks, universities and government institutions. The EIU's mission is to help companies do better business by providing timely, reliable and impartial analysis on worldwide market trends and business strategies.

The intelligence is offered through a full range of print and electronic delivery channels including elu.com, viewswire.com, ebusinessforum.com, eiu.onlinestore.com and eiu/data.com. For more information you can go to these sites, or contact The Economist Intelligence Unit directly: 111 West 57th St., New York, NY 10019. Tel.(212) 554-0600; (800) 938-4685; Fax (212) 586-1181.

**The Gale Group** provides case studies, competitive intelligence, and investment publications. For further information, contact The Gale Group, 362 Lakeside Dr., Foster City, CA 94404. Tel. (800) 321-6388. Homepage: <http://www.iacnet.com>



**Table 3. How can U.S. seafood exporter obtain information about foreign markets?**

Local & State Levels	U.S. National Level	Overseas Offices
<ul style="list-style-type: none"> <li>• State Departments of Agriculture &amp; Commerce</li> <li>• Regional Trade Associations: Western U.S. Agricultural Trade Association (WUSATA), and Southern U.S. Trade Association (SUSTA)</li> <li>• U.S. Department of Commerce District Offices</li> <li>• Small Business Administration Regional Offices</li> <li>• Chambers of Commerce</li> <li>• Universities</li> </ul>	<ul style="list-style-type: none"> <li>• USDA Foreign Agricultural Service (FAS)</li> <li>• Fishery Cooperators: Alaska Seafood Marketing Institute (ASMI), American Seafood Institute (ASI), and The Catfish Institute (TCI)</li> <li>• National Marine Fisheries Service (NMFS)</li> <li>• Food &amp; Drug Administration (FDA)</li> </ul>	<ul style="list-style-type: none"> <li>• FAS Attaches</li> <li>• Fishery Cooperator Representatives</li> <li>• U.S. &amp; Foreign Commercial Service</li> <li>• NMFS Offices (Belgium &amp; Japan)</li> </ul>
<ol style="list-style-type: none"> <li>1. Is my company ready to export?</li> <li>2. Do you provide any training, seminars for companies just starting or for those with a modest amount of export experience?</li> <li>3. What products from my state are currently successful in overseas markets?</li> <li>4. Are any other companies from my area actively exporting my products in country A?</li> <li>5. Are there any local or state funds available to assist my company's efforts?</li> <li>6. How can I join an upcoming industry or state delegation's travel to country B?</li> <li>7. Where can I find a good banker or freight forwarder?</li> <li>8. Where can I get help with export financing?</li> <li>9. Where can I get help writing my business plan and market strategy?</li> <li>10. Where can I get help if I don't understand a new term that is used?</li> </ol>	<ol style="list-style-type: none"> <li>1. What are the trends in purchases from our major overseas markets?</li> <li>2. Where can I find specific country information? Do you have any reports about market situation in country C?</li> <li>3. Where can I get information on regulations, certification, and tariffs?</li> <li>4. Can the Federal Government provide any assistance?</li> <li>5. Are there any upcoming international trade shows that might be worthwhile? Do any of the cooperators offer beneficial sign-up terms for overseas trade shows?</li> <li>6. What benefits might my company gain by joining an industry association which focuses on exporting?</li> <li>7. Do any of the cooperators offer beneficial sign-up terms?</li> <li>8. How do I locate trade leads for my exporting business?</li> </ol>	<ol style="list-style-type: none"> <li>1. I'm traveling to Country A next month. Can you help me with basic business travel, or suggest any companies to meet with?</li> <li>2. My product is stuck in port B due to a problem with documentation. What can I do?</li> <li>3. We have established a distribution system in country C. Do you have any promotional activities that we can participate in to expand our export sales?</li> <li>4. Who are our main competitors in country A?</li> <li>5. How is this commodity sold and packaged for retail sale?</li> <li>6. Would you please comment on the probability of acceptance for my product in your market?</li> <li>7. Are there any political issues coming up in country B that I should be aware of?</li> <li>8. How do I find out about working hours and holidays overseas?</li> </ol>

## USDA Market Development Cooperators

The activities of the principal associations participating in the Cooperator Program for fishery products are summarized below:

### **Alaska Seafood Marketing Institute**

Created in 1981 by the Alaska State Legislature, the Alaska Seafood Marketing Institute (ASMI) is a non-profit agency of the State of Alaska within the State Department of Commerce and Economic Development. The agency serves as a generic Alaska seafood marketing commission for both domestic and export markets, working cooperatively with private industry. ASMI represents 100 percent of the fishermen and processors involved in the Alaska seafood industry. More than 35,000 jobs in Alaska rely on the seafood industry, and during the summer harvesting season employment doubles. In Washington State another 24,000 jobs directly depend on the Alaska seafood industry. In addition to its marketing efforts, ASMI works to ensure the high quality of product exported to other markets, and to educate foreign trade and consumers about Alaska seafood.

ASMI is governed by a 25-member board of directors (12 processors; 12 commercial fishermen; and 1 member representing the public) appointed by the Governor to 3-year staggered terms. This representation appropriately reflects the economic structure of the Alaska industry. For more information, contact: In Alaska: ASMI, 11 North Franklin Street, Suite 200, Juneau, AK 99801. Tel. (800) 478-2903 or (907) 465-5560, Fax (907) 465-5572. In Washington: ASMI 1200 112th Avenue, N.E., Suite C-226, Bellevue, WA 98004. Tel. (425) 451-7464, Fax (425) 451-9795. Homepage: <http://www.alaskaseafood.org>

### **American Seafood Institute**

The American Seafood Institute, formed in 1982, is a national division of the Rhode Island Seafood Council. The Rhode Island Seafood Council was formed in 1976 as a non-profit trade association. The U.S. Congress, as a special appropriation to honor retiring Senator John O. Pastore, provided start-up funding for the council. The Rhode Island Seafood Council was the first statewide seafood industry marketing organization in the nation. As such, industry interest in membership and program participation soon grew beyond the State's borders. By 1982, 98 percent of all sectors of the Rhode Island industry were members of the organization, but the number of member firms from outside of the Rhode Island industry became increasingly larger than in-state membership. At the request of the growing number of member firms from outside the State to enlarge the organization's scope and identity, the board of directors established the American Seafood Institute. The purpose, objectives, and functions of both the Rhode Island Seafood Council and American Seafood Institute are the same. The purpose of the American Seafood Institute/Rhode Island Seafood Council is to cooperate with Federal, State and municipal authorities to protect and promote, to foster and to advance, the interests in and of the U.S. seafood industry, to help individual members of the association in marketing efforts; to increase the use of fish and seafood products domestically and internationally, to develop fair and just competitive business methods.

Membership in the American Seafood Institute is open to all sectors of the industry nationwide. Membership is composed of producers, processors, wholesalers, retailers, brokers, traders, packers, importers, exporters, and

servicing industries. The American Seafood Institute has the largest exporter membership base of any U.S. trade organization in the industry and membership is nationwide. Opportunities for participation in FAS programs, through the American Seafood Institute, are not limited to members; they are open to any qualified U.S. seafood exporter. Current participation in FAS programs is national. West Coast participation in MAP brand and generic activities is now nearly equal. For information, contact: American Seafood Institute, 25 Fairway Circle, Hope Valley, RI 02832, Tel. (401) 491-9017, Fax (401) 491-9024.

### **The Catfish Institute**

The Catfish Institute (TCI) is a non-profit trade association funded by 10 member catfish feed manufacturing companies. These member feed manufacturers represent 850 catfish farming operations from the major producing States of Mississippi, Alabama, Arkansas, and Louisiana. Based in Belzoni, Mississippi, TCI was formed in 1986 with the specific purpose of raising public awareness to the positive qualities of, and creating a demand for U.S. farm-raised catfish. It is a non-profit corporation which derives its revenues from member feed manufacturing company dues. In the spring of 1983, TCI's membership expanded to include feed mills in the commercial catfish producing States of Louisiana, Arkansas and Arkansas, as well as Mississippi. With its increased membership, the organization changed its focus to the national promotion of "Genuine U.S. Farm-Raised Catfish." Neither TCI nor its members engage in the commercial export of catfish. For further information, contact The Catfish Institute, P.O. Box 247, Belzoni, MS 39038. Tel. (662) 247-4913, Fax (662) 247-2644. Homepage: <http://www.catfishinstitute.com>

In addition, two of the four State/regional trade groups (SRTG's), WUSATA and SUSTA, promote fishery product exports within their broader programs for U.S. food and agricultural exports.

## APPENDIX I

### Selected Publications

**FAS Commodity Circulars** are reports on production, trade, and other specialized export information for major commodity groups, including fishery products, issued at regular intervals see the most recent ones on the FAS homepage <http://www.fas.usda.gov/commodity.html>

**AgExporter:** Magazine issued monthly by FAS which features articles and news items on market opportunities for U.S. agricultural products in foreign markets. Topics covered regularly include overseas markets and buying trends, new competitors and products, trade policy developments, and overseas promotional activities. It is available at <http://www.fas.usda.gov/info/agexporter/agexport.html>

**Agricultural Export Transportation Handbook:** Agricultural Marketing Service, USDA. Agriculture Handbook 700.

**A Basic Guide to Exporting Seafood:** European Edition. New Jersey Department of Agriculture.

**2000 Export Programs Guide:** A Business Guide to Federal Export Assistance, available at the homepage <http://www.tradeinfo.doc.gov> (Export Programs Guide). This publication is also free of charge in hard copy version from the Department of Commerce by calling 1-800-USA-TRADE

**Breaking into the Trade Game:** A Small Business Guide to Exporting prepared by the U.S. Small Business Administration.

**Guidelines for the Air Shipment of Fresh Fish and Seafood:** Air Transportation of America, 1700 New York Avenue, NW, Washington, DC 20006-5206

**Air Shipment of Fresh Fish:** A Primer for Shippers and Cargo Handlers. Alaska Sea Grant College Program. University of Alaska Fairbanks, 509 University Avenue, Suite 102, Fairbanks, AK 99709-1046

**APEC Air Shipment of Live and Fresh Fish and Seafood Guidelines:** A Manual on Preparing, Packaging and Packing Live and Fresh Fish & Seafood Air Shipments along with Customs and Inspection Guidelines for Six APEC Member Economies. APEC Fisheries Working Group, January 1999.

**Fisheries of the United States:** Annual report of the U.S. seafood of National Marine Fisheries Services.

## **APPENDIX II**

### **Foreign Chambers of Commerce in the United States**

#### **Regional Organizations**

##### ***Europe***

U.S. Business Council S.E. Europe, 1901 North Fort Meyer Drive, Suite 303  
Arlington, VA 22209, Tel. (703) 527-0280, Fax (703) 527-0282

##### ***Asia***

U.S.-ASEAN Trade Council, 425 Madison Avenue, New York, NY 10017  
Tel. (212) 688-2755, Fax (212) 371-7420

##### ***Asia Society***

725 Park Avenue, New York, NY 10021  
Tel. (212) 288-6400, Fax (212) 517-8315

##### ***Asia Society***

1785 Massachusetts Avenue, NW, Washington, DC 20036  
Tel. (202) 387-6500, Fax (202) 387-6945

##### ***Latin America***

Council of the Americas, 680 Park Avenue, New York, NY 10021  
Tel. (212) 628-3200; Fax (212) 517-6247

Houston Inter-American Chamber of Commerce  
510 Bering Drive, Suite 300, Houston, TX 77057  
Tel. (713) 975-617, Fax (713) 975-6610

##### **Latin Chamber of Commerce**

1417 West Flagler Street, Miami, FL 33135  
Tel. (305) 642-3870, Fax (305) 541-2181

##### **Latin American Manufacturing Association**

419 New Jersey Avenue, SE, Washington, DC 20003.  
Tel. (202) 546-3803, Fax (202) 546-3807

##### **Pan American Society of the United States, Inc.**

680 Park Avenue, New York, NY 10021.  
Tel. (212) 249-8950, Fax (212) 517-6247

##### **U.S. Hispanic Chamber of Commerce**

1030 15th Street NW, Suite 206, Washington, DC 20005.  
Tel. (202) 842-1212, Fax (202) 842-3221

***Middle East***

National Council on U.S.-Arab Relations  
1735 I Street, NW, Suite 515, Washington, DC 20006.  
Tel. (202) 293-0801, Fax (202) 293-0903

National U.S.-Arab Chamber of Commerce  
1825 K Street, NW, Suite 1107, Washington, DC 20006.  
Tel. (202) 331-8010, Fax (202) 331-8297

Northeast U.S.-Arab Chamber of Commerce  
420 Lexington Avenue, Suite 2739, New York, NY 10017  
Tel. (212) 986-8024, Fax (212) 986-0216

U.S.-Arab Chamber of Commerce  
One World Trade Center, Suite 4657, New York, NY 10048  
Tel. (212) 968-8024, Fax (212) 968-0216

U.S.-Arab Chamber of Commerce  
Pacific P.O. Box 422218, San Francisco, CA 94142-2218  
Tel. (415) 398-9200, Fax (415) 398-7111

### APPENDIX III

#### Units of Measure

Conversions	Temperature Conversions
1 Centimeter = 2.54 inches	Degrees Fahrenheit (F) - 32 x 5/9 = Degree Celsius (C)
1 Meter = 3.28 feet	Degrees Celsius (C) x 9/5 + 32 = Degree Fahrenheit (F)
1 Liter = 1.0567 quarts	
1 Kilogram = 2.204 pounds	
1 Gram = 0.0353 ounces	
1 Metric ton = 2204.62 pounds	

## **APPENDIX IV**

### **Sample Transport Documents**

Examples of Shipper's Export Declaration, pro forma invoice, air waybill, bill of lading, insurance certificate, certificate of origin, commercial Invoice, and other related documents.



# Shipper's Export Declaration

U.S. DEPARTMENT OF COMMERCE - BUREAU OF ECONOMIC AFFAIRS INTERNATIONAL TRADE ADMINISTRATION FORM 755 (Rev. 11-1-64) (Instructions on back) 3. EXPORTER (Name of shipper and address) FRESH ORANGE EXPORTER 123 FIRST STREET AMERICAN CITY, U.S.A. (10101)		CONFIDENTIAL - For use only by official personnel assigned by the Secretary of Commerce 123-ABC 123-456 4. EXPORT REFERENCE NAWB 118-4260-9732HAWBSE 0-001974 5. SHIPPER'S REF NO: 11124 6. REF NO: SF03001924		1. DATE OF EXPORT 12/15/64 2. ORIGIN 3. DESTINATION 4. COUNTRY OF ORIGIN 5. COUNTRY OF DESTINATION 6. COUNTRY OF TRANSIT (If any) 7. COUNTRY OF FINAL DESTINATION 8. COUNTRY OF RE-EXPORT (If any) 9. COUNTRY OF RE-EXPORT (If any) 10. COUNTRY OF RE-EXPORT (If any)	
11. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 12. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 13. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		14. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 15. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 16. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		17. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 18. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 19. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
20. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 21. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 22. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		23. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 24. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 25. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		26. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 27. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 28. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
29. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 30. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 31. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		32. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 33. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 34. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		35. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 36. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 37. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
38. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 39. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 40. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		41. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 42. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 43. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		44. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 45. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 46. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
47. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 48. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 49. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		50. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 51. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 52. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		53. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 54. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 55. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
56. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 57. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 58. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		59. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 60. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 61. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		62. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 63. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 64. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
65. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 66. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 67. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		68. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 69. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 70. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		71. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 72. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 73. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
74. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 75. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 76. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		77. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 78. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 79. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		80. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 81. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 82. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
83. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 84. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 85. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		86. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 87. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 88. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		89. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 90. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 91. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	
92. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 93. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 94. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		95. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 96. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 97. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG		98. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 99. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG 100. NAME OF RECEIVING PARTY SAN FRANCISCO / HONG KONG	

Source: J.E Lowden & Company

Pro forma invoice

FRESH ORANGE EXPORTER  
100 FIRST STREET  
AMERICAN CITY, U.S.A. 90000

ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

TELEPHONE: 123456  
APL 123456789  
FDE 001  
8501060423  
D. ENBERG  
AMERICAN PRESIDENT LINES  
(415) 781-7040  
J. E. LOWDEN & CO  
275 Battery Street, Ste 400  
San Francisco CA 94111-3701  
FAX 415-392-3790  
CALIFORNIA USA  
TLX/EMAIL 404235392

BERTH 220

APL JAPAN  
HONG KONG  
SAN PEDRO  
HONG KONG

PROFORMA INVOICE

100 CARTONS SIZE 38 USA BRAND NAVEL ORANGES AT USD15.70	USD 1570.00
150 CARTONS SIZE 72 USA BRAND NAVEL ORANGES AT USD16.20	USD 2430.00
950 CARTONS	C.I.F. HONG KONG
	USD 13170.00

TERMS OF PAYMENT: CAD T/T TO OUR BANK ACCOUNT  
WITHIN 10 DAYS OF SHIPMENT  
DATE

THANK YOU  
FRESH ORANGE EXPORTER

Source: J.E. Lowden & Company

Bill of lading

# GLOBETRANS, INC.

FRESH ORANGE EXPORTER  
123 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

APL JAPAN  
HONG KONG  
FREIGHT PREPAID  
CONTAINERS 950  
APL 59A/27 1

SAN PEDRO  
SAN PEDRO BERTH 22  
HONG KONG

CARTONS FRESH ORANGES  
1/40 FT. CY/CY CONTAINER 39900# 1140  
SHIPPER'S LOAD AND COUNT  
NET WEIGHT 35,150 LBS. 18098# 32 280M  
CARGO UNDER REFRIGERATION  
MAINTAIN TEMPERATURE AT -2 DEGREE F  
VENTS ON CFM

950 TOTAL LADEN ON BOARD

LICENSE EXCEPTION: NLR  
NO SED REQUIRED. SEC 30.14 FTSR, CAS-JL

TOTAL 39900# 1140  
18098# 32.280M

THE CARRIER'S RESPONSIBILITY FOR THE CARGO IS LIMITED TO THE CARGO AS SHIPPED AND NOT TO THE CARGO AS RECEIVED. THE CARRIER'S RESPONSIBILITY FOR THE CARGO IS LIMITED TO THE CARGO AS SHIPPED AND NOT TO THE CARGO AS RECEIVED. THE CARRIER'S RESPONSIBILITY FOR THE CARGO IS LIMITED TO THE CARGO AS SHIPPED AND NOT TO THE CARGO AS RECEIVED.

THE CARRIER'S RESPONSIBILITY FOR THE CARGO IS LIMITED TO THE CARGO AS SHIPPED AND NOT TO THE CARGO AS RECEIVED. THE CARRIER'S RESPONSIBILITY FOR THE CARGO IS LIMITED TO THE CARGO AS SHIPPED AND NOT TO THE CARGO AS RECEIVED.

GLOBETRANS INC

DECLARED VALUE FOR CARRIER'S LIABILITY  
\$100,000.00

TERMINAL CHARGES

TERMINAL CHARGES

TERMINAL CHARGES

TOTAL PREPAID

TOTAL COLLECT

# Air waybill

SG AIR SFO-001974

SG AIR SFO-001974

FRESH ORANGE EXPORTER  
123 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

SINGAPORE AIRLINES  
Air Waybill BOX 8746  
SAN FRANCISCO CA 94128

ORIENTAL FRESH FOODS  
156 ORIENTAL BEND ROAD  
KOWLOON, HONG KONG

J. E. LOWDEN & CO IATA 01-1-3839/024  
310 MYRTLE AVE, SUITE 210  
S. SAN FRANCISCO, CA. 94080  
01-1 3839/024

DEL REF# 570300:924  
SHIPPER# 11334  
HAWB: SFO 00:974  
MAWB: AIB-4260-4732

SAN FRANCISCO AIRPORT

HKG SG

USE P C

NVD

NCV

HONG KONG

73/13

PLEASE CONTACT CONSIGNEE UPON ARRIVAL. TP# 66-9932-4471

These conditions, printed on company stock supplied to the carrier, govern the carriage of goods by air under this Air Waybill. They are subject to the provisions of the applicable law of the country of origin of the goods.

Weight and measurement of goods are the responsibility of the shipper. The carrier is not responsible for loss or damage to goods unless it is caused by the negligence of the carrier or its servants.

400	7200K G	7200	1 70	12240.00	ORANGES IN CARTONS
					1 25 CU FT/CTN

12240.00 ACT

DUE CARR. & 10 FECH 720.00

720.00

FRESH ORANGE EXPORTER  
123 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

J. E. LOWDEN & CO. AS AUTHORIZED AGENTS FOR  
ISSUING CARRIER.

12960.00

13 MAR 97 SAN FRANCISCO AIRPORT

For Carrier's Use only  
at Destination

ORIGINAL 3 (FOR SHIPPER)

SG AIRHAWB SFO-001974732

# Certificate of origin

## CERTIFICATE OF ORIGIN

SHIPPER  
FRESH ORANGE EXPORTER  
120 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

123456  
APL/123456789  
PSE 001  
SFO1040423  
D. ENBERG  
AMERICAN PRESIDENT LINES  
J. F. LOWDEN & CO FMC 87  
275 Battery Street #400  
San Francisco, CA 94111  
PHONE (415) 781-7040  
CALIFORNIA USA FAX (415) 392-3970  
TLX/EMAIL 404235592

NOTIFY PARTY:  
ORIENTAL FRESH FOODS  
438 ORIENTAL BEND ROAD  
HONGKONG, HONG KONG

ALSO NOTIFY:

351TH 022 SAN PEDRO  
V 12 SAN PEDRO  
APL JAPAN  
HONG KONG HONG KONG

MARKS & NOS	QUANTITY	DESCRIPTION OF GOODS	GROSS WEIGHT	MEASUREMENT
CONTAINER APLU 25532741	950	CARTONS FRESH ORANGES 1740 FT. CY/CM CONTAINER SHIPPER'S LOAD AND COUNT (NET WEIGHT 35,150 LBS.) CARGO UNDER REFRIGERATION MAINTAIN TEMPERATURE AT 40 DEGREE F VENTS 45 CFM	31900# 18098K	1140 32.280M3
	950 TOTAL		31900# 18098K	1140 32.280M3

LOADED ON BOARD

March 27

PREPAID

THE UNDERSIGNED, D. ENBERG (AGENT), DOES HEREBY DECLARE  
FOR THE ABOVE NAMED SHIPPER, THE GOODS DESCRIBED ABOVE WERE SHIPPED ON THE ABOVE  
DATE AND CONSIGNED AS INDICATED AND ARE PRODUCTS OF THE UNITED STATES OF AMERICA  
DATED AT SAN FRANCISCO, CALIFORNIA ON 22 March 97

SIGNATURE OF OWNER OR AGENT

Commercial invoice

11 MAR 97

INVOICE

FDE 001

11 MAR 97

SELLER:

FRESH ORANGE EXPORTER  
123 FIRST STREET  
AMERICAN CITY, U.S.A. 10000

CARRIER'S RECEIVING NUMBER 123456  
BILL OF LADING NUMBER APLU123456789  
SHIPPER'S REFERENCE NUMBER FDE 001  
ALPHANUMERIC NUMBER SF01060423  
TRAFFIC MANAGER D. ENBERG  
CARRIER'S NAME AMERICAN PRESIDENT LINES  
CARRIER'S PHONE (415) 781-7040  
J. E. LOWDEN & CO. INC. 87  
275 Battery Street #400  
San Francisco, CA 94111

SOLD TO  
ORIENTAL FRESH FOODS  
456 ORIENTAL BEND ROAD  
HONGKONG, HONG KONG

POINT OF ORIGIN  
CALIFORNIA USA  
CUSTOMER ORDER NO.  
TERMS OF SALE  
C. I. F. HONG KONG

SHIP FROM:  
BIRTH 223

ORANGE 123 V 12  
APL JAPAN

POINT OF ORIGIN  
HONG KONG

SAN PEDRO


POINT OF ORIGIN  
SAN PEDRO

POINT OF ORIGIN  
HONG KONG

SHIP TO:

DESCRIPTION	SIZE	PRICE	AMOUNT
400 CARTONS	08	15.70	6,280.00
300 CARTONS	72	16.20	4,860.00
TOTAL 700 CARTONS "USA BRAND" FRESH NAVAL ORANGES		USD 11,140.00	C. I. F. HONG KONG

WE CERTIFY THAT THIS INVOICE IS TRUE AND CORRECT. WE CERTIFY THAT THE  
MERCHANDISE IS ORIGIN OF THE U.S.A.

  
FRESH ORANGE EXPORTER  
WE HEREBY CERTIFY THAT  
THIS INVOICE IS TRUE  
AND CORRECT

# Insurance certificate

## INSURANCE CERTIFICATE

AMERICAN NATIONAL  
FIRE INSURANCE COMPANY  
1350 Treat Blvd #470  
Walnut Creek, CA 94596

CARRIER POLICY NUMBER 123456  
POLICY NUMBER APLU123456789  
SHIPPER POLICY NUMBER FOM D01  
REFERENCE NUMBER SFO1060423  
TRADE NAME D ENBERG  
LOCAL AGENT AMERICAN PRESIDENT LINES  
LOCAL AGENT

We hereby certify that on the undersigned, insured under and subject to the terms and conditions of Policy No OMC-7567513 (terms, conditions, endorsements, riders attached) for FRESH ORANGE EXPORTER 123 FIRST STREET AMERICAN CITY, U.S.A. 10000

J. E. LOWDEN & CO.  
175 BATTERY ST #400  
SAN FRANCISCO, CA #4111

PORT OF ORIGIN  
CALIFORNIA USA

IN THE SUM OF \$16709.00 +US

NEW YORK  
BIRTH 228  
TOTAL ORANGE 12 12  
APL JAPAN  
TOTAL VOLUMES  
HONG KONG

SAN PEDRO  
TOTAL ORANGE  
SAN PEDRO  
TOTAL VOLUMES  
HONG KONG

--- FRAC  
With Average, irrespective of percentage  
☒ All Risk Refrigeration Clause  
Theft, Pilferage & Non-delivery  
Air Clauses

This insurance is subject to the following current American Institute Clauses, Amended F.O. & S. Warranty, S.M. & C. Endorsement, Marine Extension Clauses, War Risk Insurance, 60 Day South American Clause, American Institute WAREHOUSE to WAREHOUSE Clause.

MOCK	PKGS	DESCRIPTION	GROSS WEIGHT / MEASURE	
CONTAINER	750	CARTONS FRESH ORANGES	39900#	1140
APLU 894227-1		1/40 FT. CY/CY CONTAINER	18098K	32.280M3
		SHIPPER'S LOAD AND COUNT		
		(NET WEIGHT 35,150 LBS.)		
		CARRED UNDER REFRIGERATION		
		MAINTAIN TEMPERATURE AT 42 DEGREE F		
		VENTS 45 CFM		

750 TOTAL

39900# 1140  
18098K 32.280M3

In case of loss the same is payable to the order of the Assured  
This certificate invalid unless countersigned by an authorized representative  
of this Company or ASSURED

D ENBERG

<small>NOAA FORM 85-507 (10-66) Pres. By Inspection Manual</small> 		<small>U.S. DEPARTMENT OF COMMERCE NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION NATIONAL MARINE FISHERIES SERVICE</small> <b>EXPORT HEALTH CERTIFICATE</b>		<small>NO.</small> <b>E</b>  <small>DATE</small> 		
This certificate is admissible in all courts of the United States as prima facie evidence of the truth of the statements therein contained. This certificate does not excuse failure to comply with any Federal or State laws. <b>WARNING:</b> Any person who shall falsely make issue, alter, forge, or tamper, or participate in any action, is subject to a fine of not more than \$7,000 or imprisonment for not more than one (1) year, or both (7 U.S.C. 1622(h)).						
<b>SIGNING OFFICE</b>						
REPORTED BY: <small>(Name and address)</small>			CONTAINER NO.: <small>(Name and address)</small>			
SHIPPED VIA			PORT OF ORIGIN		PORT OF DESTINATION	
IDENTIFYING MARKS			TOTAL CONTAINERS		TOTAL NET WEIGHT	
PRODUCT	CLASS / SPEC STYLE	LOT NO. AND CODE	CONTAINER SIZE	NO. CASES	LOT WEIGHT	LABEL BRAND
<h1 style="margin: 0;">SAMPLE COPY</h1>						
RESULTS - REMARKS						
<p style="font-size: small;">THIS CERTIFIES that in accordance with the requirements of Commercials governing the inspection and Certification of the products designated herein, pursuant to the act of August 14, 1948, as amended (7 U.S.C. 1621 - 1627), the product has been inspected and found to be in compliance with the applicable regulations of the United States Department of Commerce, and is suitable for human consumption.</p>						
SIGNATURE OF INSPECTOR/INSPECTION NO.						
OFFICIAL STAMP (Embossed stamp with this mark)						
PLEASE REFER TO THIS CERTIFICATE BY NUMBER AND DATE.						
CERTIFICATE VALID ONLY IF EACH COPY EMBOSSED WITH OFFICIAL DEPARTMENT SEAL.						



FDA Health Inspection Certificate

DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration  
Washington, DC 20204

CERTIFICATE FOR EXPORT

1. Pursuant to the Provisions of Rule 44 of the Federal Rules of Civil Procedure, I hereby certify that the copy attached (as listed below) is a true copy of material on file in the Food and Drug Administration, Department of Health and Human Services and is a part of the official records of said Administration and Department.

To Whom It May Concern Letter dated

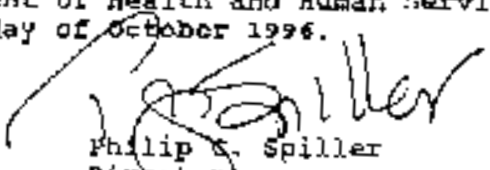
October 18, 1996

From, Bruce F. Wilson

regarding

Sardines

2. In witness whereof, I have pursuant to the provisions of Title 42, United States Code, Section 3505, and 21 CFR 5.22, hereto set my hand and cause the seal of the Department of Health and Human Services to affixed this 18th day of October 1996.

  
Philip S. Spiller  
Director  
Office of Seafood  
Center for Food Safety  
and Applied Nutrition

By direction of the Secretary  
of Health and Human Services

SAMPLE



DEPARTMENT OF HEALTH & HUMAN SERVICES

Public Health Service

Food and Drug Administration  
Washington, DC 20204

OCT 18 1996

Ms. Karen Folsom  
State Fish Company, Inc.  
2194 Signal Place  
San Pedro, CA 90731

Dear Ms. Folsom:

This is in reply to your request for a Certificate of Export for Sardines.

We have enclosed 1 certificate and "To Whom It May Concern" letter for the above product. The fee for the certificates (\$10.00) is payable to the Food and Drug Administration at the following address:

Dept. of Health and Human Services  
Food and Drug Administration  
OFM, Accounting Branch, HFA-120  
3600 Fishers Lane, Rm. 11-92  
Rockville, MD 20857

The issuance of the certification is for exportation of Sardines. Under section 801(e) of the Federal Food, Drug, and Cosmetic Act, a food or cosmetic intended for export shall not be deemed to be adulterated or misbranded if it (a) accords to the specifications of the foreign purchaser, (b) is not in conflict with the laws of the country to which it is intended for export, (c) is labeled on the outside of the shipping package that it is intended for export, and (d) is not sold or offered for sale in domestic commerce.

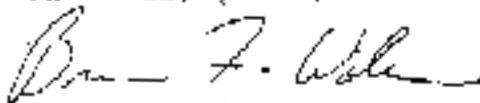
SAMPLE  
ONLY

FDA Health Inspection Certificate (continued)

Page 2 - Ms. Karen Folsom

The issuance of the certificate does not suggest or imply that FDA approves or sanctions any specific product shipments or any labels which the product may bear, that the product to be shipped or its labels are in compliance with the Federal Food, Drug, and Cosmetic Act and regulations established thereunder, or that the certificate precludes the Agency from taking regulatory action against the product in the future, if warranted.

Sincerely yours,

A handwritten signature in dark ink, appearing to read "Bruce F. Wilson", is written over the typed name.

Bruce F. Wilson  
Policy Guidance Branch  
Division of Programs &  
Enforcement Policy  
Office of Seafood  
Center for Food Safety  
and Applied Nutrition

# FDA Health Inspection Certificate (continued)

## HEALTH CERTIFICATE

for fishery and aquaculture products intended for export to the European Community

Reference No. . . . .

Country of dispatch: . . . . .  
 Competent authority: . . . . .

### I Details identifying the fishery products

Description of fishery/aquaculture products: . . . . .

— species scientific name: . . . . .

— presentation of product and type of treatment: . . . . .

Code number (where available): . . . . .

Type of packaging: . . . . .

Number of packages: . . . . .

Net weight: . . . . .

Requirement for age and transport temperature: . . . . .

### II Origin of products

Name(s) and official approval/authorisation number(s) of establishment(s), fishing vessel(s), or land station approved or vessel vessel(s) registered to the competent authority for export to the EC

. . . . .

### III Despatch of products

The products are dispatched

from: . . . . .  
 place of dispatch

to: . . . . .  
 country and place of destination

by the following means of transport: . . . . .

Name and address of dispatcher: . . . . .

. . . . .

Name of consignee and address or place of destination: . . . . .

. . . . .

1) Name and address

2) Date where applicable

3) Live, refrigerated, frozen, chilled, smoked, preserved, etc.

## FDA Health Inspection Certificate *(continued)*

### IV. Health inspection

The official inspector hereby certifies that the factory or aquaculture products specified above:

1. have been caught, landed, stored, appropriately packaged, handled, marked, separated, processed, frozen, thawed, stored and transported under conditions at least equivalent to those laid down in Council Directive 91/249/EEC of 21 July 1991 laying down the health conditions for the production and the placing on the market of fishery products;

have undergone recent controls at least equivalent to those laid down in Directive 91/249/EEC and in the implementing measures thereto;

2. do not contain toxic species or species containing biotoxins;

3. in addition to the case of frozen or processed bivalve molluscs, the latter have been gathered in production areas subject to conditions at least equivalent to those laid down in Council Directive 91/224/EEC of 11 June 1991 laying down the health conditions for the production and the placing on the market of live bivalve molluscs.

The undersigned official inspector hereby declares that he is aware of the provisions of Directives 91/249/EEC, 91/224/EEC and Decision 97/216/EC.

Signed at \_\_\_\_\_ on \_\_\_\_\_  
 \_\_\_\_\_  
 Place

on \_\_\_\_\_  
 \_\_\_\_\_  
 Date



\_\_\_\_\_ *(signature of official inspector)*

\_\_\_\_\_ *(signature of official inspector)*  
 having accepted terms, quantity and fulfilment of terms agreed.

\*1 The colour of the stamp and signature must be different from that of the other authorities on the certificate.

## APPENDIX V

### U.S. Export Assistance Centers

#### ALABAMA

Medical Forum Bldg. Room 707  
950 22nd. St. North  
Birmingham, AL 35203  
Tel. (205) 731-1331  
Fax (205) 731-0076

#### ALASKA

550 West 7th Ave., Suite 1700  
Anchorage, AK 99051  
Tel. (907) 271-6237  
Fax (907) 271-6242

#### ARIZONA

2901 N. Central Ave., Tower One,  
Suite 970  
Phoenix, AZ 85012  
Tel. (602) 640-2513  
Fax (602) 640-2518

166 West Alameda  
Tucson, AZ 85701  
Tel. (520) 670-5540  
Fax (520) 791-5413

#### ARKANSAS

TCBY Tower Building  
425 West Capitol Ave, Suite 700  
Little Rock, AR 72201  
Tel. (501) 324-5794  
Fax (501) 324-7380

#### CALIFORNIA

390-B Fir Avenue  
Clovis, CA 93611  
Tel. (209) 325-1619  
Fax (209) 325-1647

11000 Wilshire Blvd., Room 9200  
Los Angeles, CA 90024  
Tel. (310) 235-7104  
Fax (310) 235-7220

350 South Figueroa Street,  
Suite 172  
Los Angeles, CA 90071  
Tel. (213) 894-8784  
Fax (213) 894-8789

11150 Olympic Blvd., Suite 975  
Los Angeles, CA 90064  
Tel. (310) 235-7104  
Fax (310) 235-7220

c/o Monterey Institute of  
International Studies  
411 Pacific St., Suite 320,  
Monterey, CA 93940  
Tel. (831) 641-9850  
Fax (831) 641-9849

330 Ignacio Blvd., Suite 102,  
Novato, CA 94949  
Tel. (415) 883-1966  
Fax (415) 883-2711

(\*\*) One World Trade Center, Suite  
1670  
Long Beach, CA 90831  
Tel. (562) 980-4550  
Fax (562) 980-4561

530 Water Street, Suite 740,  
Oakland, CA 94607  
Tel. (510) 273-7350  
Fax (510) 251-7352

2940 Inland Empire Blvd.,  
Suite 121  
Ontario, CA 91764  
Tel. (909) 466-4134  
Fax (909) 466-4140

3300 Irvine Avenue, Suite 305  
Newport Beach, CA 92660  
Tel. (949) 660-1688  
Fax (949) 660-8039

5700 Ralston Street, Suite 310  
Ventura County, CA 93003  
Tel. (805) 676-1573  
Fax (805) 981-1892

917 7th Street, 2nd Floor,  
Sacramento, CA 95814  
Tel. (916) 498-5155  
Fax (916) 498-5923

6363 Greenwich Dr., Suite 230  
San Diego, CA 92122  
Tel. (619) 557-5395  
Fax (619) 557-6175

280 Montgomery St., 14th Floor  
San Francisco, CA 94104  
Tel. (415) 705-2300  
Fax (415) 705-2297

(\*) 5201 Great American Parkway  
#456  
Santa Clara, CA 95054  
Tel. (408) 970-4610  
Fax (408) 970-4618

101 Park Center Plaza, Suite 1001  
San Jose, CA 95113  
Tel. (408) 271-7300  
Fax (408) 271-7307

#### COLORADO

1625 Broadway, Suite 680  
Denver, CO 80202  
Tel. (303) 844-6623  
Fax (303) 844-5651

#### CONNECTICUT

213 Court Street, Suite 903  
Middletown, CT 06457-3346  
Tel. (860) 638-6950  
Fax (860) 638-6970

#### DELAWARE

Served by the Philadelphia District  
Office

#### DISTRICT OF COLUMBIA

Served by the Baltimore USEAC

#### FLORIDA

1130 Cleveland Street  
Clearwater, FL 33755  
Tel. (727) 441-1742  
Fax (727) 449-2889

200 E. Las Olas Blvd. Suite 1600  
Ft. Lauderdale North, FL 33301  
Tel. (954) 356-6640  
Fax (954) 356-6644

(\*\*) 5600 Northwest 36th St.,  
Suite 617  
Miami, FL 33166  
Tel. (305) 526-7425  
Fax (305) 526-7434

(\*) Bola Park Center, Suite 1270,  
200 E. Robinson St.  
Orlando, FL 32801  
Tel. (407) 648-6235  
Fax (407) 648-6756

The Capitol Suite 2001,  
Tallahassee, FL 32399-0001  
Tel. (850) 488-6469  
Fax (850) 487-3014

#### **GEORGIA**

285 Peachtree Center Avenue,  
NE, Suite 200  
Atlanta, GA 30303-1229  
Tel. (404) 657-1900  
Fax (404) 657-1970

6001 Chatham Center Drive,  
Suite 100  
Savannah, GA 31405  
Tel. (912) 652-4204  
Fax (912) 652-4241

#### **HAWAII**

1001 Bishop St, Pacific Tower  
Suite 1140  
Honolulu, HI 96813  
Tel. (808) 522-8040  
Fax (808) 522-8045

#### **IDAHO**

(\*) 700 West State St., 2nd Floor  
Boise, ID 83720  
Tel. (208) 334-3857  
Fax (208) 334-2783

#### **ILLINOIS**

(\*\*) Xerox Center 55 West Monroe  
St., Suite 2440  
Chicago, IL 60603  
Tel. (312) 353-8045  
Fax (312) 353-8120

610 Central Avenue, Suite 150  
Highland Park IL 60035  
Tel. (847) 681-8010  
Fax (847) 681-8012

922 N. Glenwood Ave., Jobst Hall,  
Room 141  
Peoria, IL 61606  
Tel. (815) 987-8123  
Fax (815) 963-7943

(\*) 515 N. Court St., P.O. Box 1747  
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Tacoma, WA 98402  
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c/o Wheeling Jesuit University/  
NTTC  
316 Washington Avenue  
Wheeling, WV 26003  
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**MID-WEST REGIONAL OFFICE**

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Branch Office

(\*\*) Denotes a U.S. Export  
Assistance Center

## **APPENDIX VI**

### **Trade Associations/Organizations**

**American National Standards Institute**, 1430 Broadway, New York, NY 10018. Tel. (212) 354-3300. Information regarding sanitary and other regulation can be obtained from the Institute.

**American Seafood Distributors Association (ASAD)**, a division of the National Fisheries Institute, 1525 Wilson Blvd., Ste. 500, Rosslyn, VA 22209. Tel. (703) 524-8880. Promotes the free flow of fishery products in international trade.

**American Seafood Retailers Association (ASRA)**, P.O. Box 6157, Falmouth, ME 04105. Tel. (207) 781-2997, Fax (207) 781-7112. Promotes seafood consumption, provides a lobby for the seafood industry, maintains library of periodicals on seafood, fishing, and food processing.

**American Shrimp Processors Association**, P.O. Box 50774, New Orleans, LA 70150. Tel. (504) 368-1571. Promotes shrimp and shrimp products, conducts research on quality control improvement, monitors Federal and State legislative actions.

**Association of Seafood Importers**, c/o Burt C. Faure, Empress International, 10 Harbor Park Dr., Port Washington, NY 11050. Tel. (516) 621-5900, Fax (516) 621-8318

**Association of Smoked Fish Processors**, 5 Hayward St., Quincy, MA 02171. Tel. (617) 328-7600, Fax (617) 770-0957. Provides technical consultation and services, maintains technical library of regulatory, scientific and industrial publications.

**Board of Trade of the Wholesale Seafood Merchants**, 7 Dey St., Ste. 805, New York, NY 10007. Tel. (212) 732-4340. Commodity exchange for U.S. and Canadian wholesale seafood merchants.

**Catfish Farmers of America**, 100 Highway 82, E., Indianola, MS 38751. Tel. (601) 887-2699.

**Halibut Association of North America**, 2319 N. 45th St., Ste. 187, Seattle, WA 98103. Tel. (206) 784-8317 Wholesale fish processors in Washington, Alaska and British Columbia.

**Indo-Pacific Fishery Commission (Food and Agriculture Organization of the United Nations (FAO))**, Regional Office for Asia and the Pacific, Maliwan Mansion, Phra Atit Rd., Bangkok 10200, Thailand. Tel. 2 2817844, Fax: 2 280045. Cooperative program on fish product development and aquaculture research.

**International Institute of Fisheries Economics and Trade**, Oregon State University, Office of International Research and Development, Snell Hall 400, Corvallis, OR 97331-1641. Tel. (503) 737-6428, Fax (503) 737-3447. Facilitates cooperative research projects, data exchange, explores factors affecting seafood trade and fisheries management.

**Maine Lobstermen's Association**, P.O. Box 147, Damariscotta, ME 04543. Tel. (207) 563-5254.

**Maine Lobster Promotion Council**, 382 Harlow St., Bangor, ME 04401. Tel. (207) 947-2966, Fax (207) 947-3191

**National Blue Crab Industry Association**, a Division of National Fisheries Institute, Roy E. Martin, Executive Director, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. Harvesters and processors of blue crabs.

**National Fisheries Institute**, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. NFI Newsletter provides information on legislation and regulation affecting the industry.

**National Shrimp Processors Association**, 55 Park Pl., Ste. 400, Atlanta, GA 30335. Tel. (404) 577-5100.

**New England Fisheries Development Association**, 309 World Trade Center, Boston, MA 02210-2001. Tel. (617) 439-5480, Fax (617) 439-5481. Acts as information source for the industry and provides services; develops new domestic and overseas markets.

**North Atlantic Seafood Association**, 1422 Euclid Ave., Cleveland, OH 44115. Tel. (216) 781-6400, Fax (216) 696-3736. Fish producers in the U.S., Canada, Iceland, Denmark, Greenland, and Norway.

**Northwest Fisheries Association**, 2208 SW Market St., Ste. 311, Seattle, WA 98107. Tel. (206) 789-6197. Wholesale fish dealers in Alaska and Washington.

**Pacific Coast Oyster Growers Association**, 1023 S. Adams St., No. 129, Olympia, WA 98501. Tel. (206) 459-2828, Fax (206) 459-2829. Maintains library, compiles statistics.

**Shellfish Institute of North America**, a division of the National Fisheries Institute, Roy E. Martin, Executive Director, 1525 Wilson Blvd., Ste. 500, Arlington, VA 22209. Tel. (703) 524-8883, Fax (703) 524-4619. Promotes the interests of the shellfish industry.

**Southeastern Fisheries Association**, 312 E. Georgia St., Tallahassee, FL 32301. Tel. (904) 224-0612, Fax (904) 222-3663. Promotes and represents commercial fishermen's interests in environmental, legislative and industrial matters in the South Atlantic and Gulf of Mexico areas.

**U.S. Farm Raised Catfish Marketing Association**, P.O. Drawer G, Greenwood, MS 38930. Tel. (601) 453-4572. Promotes and develops markets for processed domestic catfish.

**United States Tuna Foundation**, 1101 17th St., NW, Ste. 609, Washington, DC 20036. Tel. (202) 857-0610, Fax (202) 331-9686. Studies matters related to or affecting the industry as a whole.

## State Trade Contacts for Export Assistance

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